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MEETING

STATE OF CALIFORNIA

INTEGRATED WASTE MANAGEMENT BOARD

BUDGET AND ADMINISTRATION COMMITTEE

JOE SERNA, JR., CALEPA BUILDING

1001 I STREET

2ND FLOOR

COASTAL HEARING ROOM

SACRAMENTO, CALIFORNIA

WEDNESDAY, OCTOBER 9, 2002

9:00 A.M.

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Doug Ralston

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Kristin Yee

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PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

1 PROCEEDINGS

2 CHAIRPERSON MEDINA: Good morning. This meeting
3 is called to order. This is a meeting of the Budget and
4 Administration Committee. Today is Wednesday, October the
5 9th.

6 Call the roll please.

7 SECRETARY HARRIS: Moulton-Patterson?

8 COMMITTEE MEMBER MOULTON-PATTERSON: Here.

9 SECRETARY HARRIS: Paparian?

10 COMMITTEE MEMBER PAPARIAN: Here.

11 SECRETARY HARRIS: Medina?

12 CHAIRPERSON MEDINA: Here.

13 We do have a quorum.

14 I have an announcement to read.

15 We're in the process of conducting a safety
16 preparedness drill that will include evacuating this room.
17 This drill may occurring during this meeting in order to
18 prepare us for unexpected emergencies. We do not know
19 when the alarm will sound.

20 If the alarm sounds, evacuate immediately. Take
21 all valuables. Do not use the elevators.

22 Please note your emergency exits now. There are
23 three of them -- 1, 2, 3.

24 If you have mobility concerns that would prevent
25 you from using the stairways, please let me know so that

1 arrangement can be made to have you wait safely in a
2 protected area. You will be directed to a safe stairwell
3 vestibule. And an aid will stay with you until we have
4 heard the "all clear" announcement.

5 Follow your meeting host down the stairways to
6 the relocation site either five floors down or at Cesar
7 Chavez Park located across the street.

8 If you must leave the building, obey all traffic
9 signals and be cautious when crossing the street.

10 Stay at the relocation area until the "all clear"
11 signal and the completion of the drill is given.

12 The completion of the drill will be announced by
13 the public address system. If you did not hear the
14 announcement, simply stay with and follow the lead of your
15 meeting host.

16 Thank you for cooperating with our safety
17 program.

18 With that, we'll move on to the -- are there any
19 ex partes?

20 COMMITTEE MEMBER MOULTON-PATTERSON: I have none.

21 Excuse me. I did attend the RCRC meeting. And
22 there were a number of members of rural counties and
23 elected officials spoke to mainly on a social basis. We
24 didn't speak on issues. I gave a brief presentation and
25 presented some awards to the cities that made their

1 jurisdictions. I think that will suffice.

2 CHAIRPERSON MEDINA: Thank you.

3 Board Member Paparian.

4 COMMITTEE MEMBER PAPARIAN: No, I'm up to date.

5 CHAIRPERSON MEDINA: And I am up to date.

6 With that, we'll move on to the Deputy Director's
7 report, which will be given by Terry Jordan.

8 DEPUTY DIRECTOR JORDAN: Good morning, Chair
9 Medina, Members of the Committee.

10 I'd like to report a little bit on the budget
11 this morning. I don't have a lot for you, as the
12 administration division is in the throes of developing the
13 Budget Year 2003-4 budget authority, and that is a
14 confidential exercise. So I don't have anything specific
15 to report.

16 However, staff and I will be meeting with each of
17 you individually in the next two weeks to brief you on the
18 closure of Fiscal Year 2001-2, the structure of this
19 fiscal year's budget, and some of the development aspects
20 for authority in the budget year.

21 I'd also like to advise you about the Governor's
22 Executive Order DE 63-02, which is considered the Golden
23 Handshake. It has been signed for retirement benefits.
24 And it was just released last Friday. The program is
25 intended to provide additional service credit of two years

1 to long-serving state employees who meet specified
2 requirements.

3 The Executive Order, as required by the amended
4 2002 Budget Act, institutes a voluntary early retirement
5 program for eligible employees provided that the state
6 agency the employee works for can identify overall savings
7 by participating in the program. The retirement service
8 credit will be voluntary for departments and for
9 employees.

10 The program will be effective only for a 60-day
11 window period from December 3rd, 2002, through February
12 1st, 2003. Each agency will be required to develop a
13 program participation plan to identify the job classes and
14 organizational units that will be eligible to participate.

15 Agencies will also be responsible for identifying
16 anticipated costs and savings from the program, as well as
17 any other information required by our control agencies.
18 We're awaiting the formal instructions. However, there
19 will be a fiscal implication with regards to participating
20 in this program. All agencies are taking a very hard look
21 at this because of not only the costs, but the potential
22 for the loss of the positions. So, therefore, it is
23 voluntary and everyone is taking a good look at it.

24 Also, as --

25 COMMITTEE MEMBER MOULTON-PATTERSON: I have a

1 question, Mr. Medina.

2 Just so I understand this. So conceivably like
3 some members of CalEPA could take it -- could offer it and
4 others would not, say, if we chose not too; is that
5 correct? It's not per agency, or is it?

6 DEPUTY DIRECTOR JORDAN: It's not per agency.
7 It's per department and board. However, I do know that
8 agency and BDOs are talking about it because of the fiscal
9 implications involved.

10 COMMITTEE MEMBER MOULTON-PATTERSON: Okay. Thank
11 you.

12 Thank you, Mr. Chairman.

13 CHAIRPERSON MEDINA: Board Member Paparian.

14 COMMITTEE MEMBER PAPARIAN: Thank you.

15 Another follow-up question. You said that we're
16 supposed to identify potential salaries, potential
17 savings?

18 DEPUTY DIRECTOR JORDAN: Potential savings both
19 in salaries that would be saved by the individuals not
20 being in the positions and their OE&E costs, including
21 the -- because of the hiring freeze we have to leave it
22 vacant and the potential for sweeping of the positions.

23 COMMITTEE MEMBER PAPARIAN: Okay. I guess that
24 partially answered it.

25 Could savings include the potential that a person

1 filling in behind them might be making a lower salary, or
2 are you just supposed to be looking at savings from not
3 having the position?

4 DEPUTY DIRECTOR JORDAN: Just the specific
5 position.

6 COMMITTEE MEMBER PAPARIAN: Okay. Thank you.

7 DEPUTY DIRECTOR JORDAN: As you may recall, I
8 reported to you in August that the Governor issued
9 Executive Order D 55-02 on May 20th that established a
10 task force on contracting and procurement review. The
11 primary objective for the task force was to research,
12 investigate, and report in 90 days findings and
13 recommendations for proposed improvements to the state's
14 contracting processes.

15 We have received the report, and it was
16 distributed to your offices yesterday, and to executive
17 staff.

18 It has approximately 20-plus recommendations,
19 including quality assurance. And it looks very promising;
20 however, it's going to take more time, six months out.
21 And it's going to be evaluated both in six months and one
22 year with regards to how it's working and what other
23 aspects could be undertaken.

24 With regards to today's agenda, the continuation
25 of oil fund allocation item is up first, and as for both

1 contracts and grants.

2 There are two grant award items. There is one
3 recycling market development revolving loan program
4 application. There's a consideration of report to the
5 legislature.

6 And there are three presentations, one with
7 regards to a redesigned database with four grants. We
8 call it the grants management system or GMS. And that
9 captures all grants program data.

10 And an update on the Integrated Waste Management
11 board's waste reduction activities in the CalEPA.

12 And an overview of the office of organizational
13 effectiveness.

14 And with that, Kristin Yee will be presenting
15 Item B.

16 CHAIRPERSON MEDINA: Thank you for your report,
17 Ms. Jordan.

18 And before we move on, I suggest two
19 announcements. Please turn all cell phones and pagers.

20 And for those persons wishing to speak, speaker
21 slips are at the back of the room. And please give them
22 to Jennine Harris.

23 Thank you.

24 MS. WILLD-WAGNER: Good morning, Chair Medina,
25 Committee Members. I'll introduce this item. I'm Shirley

1 Willd-Wagner with the Special Waste Division.

2 And the consideration of the oil fund allocations
3 item has been heard by the Special Waste and Market
4 Development Committee this month and also last month.
5 We'll give you a little update on the actions of that
6 Committee and the recommendations.

7 Then we'll reflect to today's recommendations and
8 come to the full Board next week.

9 The item itself has extensive information on the
10 background of the fund, the allocations that are listed in
11 statute and our statutory authority, both in contracts and
12 in grants. We can either go through those, if you'd like,
13 or it's all pretty clear in the item. So we'll take your
14 direction on whether you'd like to spend time learning
15 them, hearing the background of the fund, or move straight
16 to the contract concept allocation, which is primarily
17 what we need input on today from the Committee.

18 I'll introduce Kristin Yee then at this time to
19 make the presentation.

20 MS. YEE: Good morning, Chairperson Medina,
21 Committee Members.

22 What's the pleasure of the Committee? Would like
23 me to go through the background or just straight to
24 Attachment 4, which are contract concepts?

25 CHAIRPERSON MEDINA: Board members, would you

1 like hear the background or just go straight to the
2 concepts?

3 COMMITTEE MEMBER PAPARIAN: Go into the concepts.

4 COMMITTEE MEMBER MOULTON-PATTERSON: That's fine
5 with me.

6 CHAIRPERSON MEDINA: Let's move on to the
7 concepts.

8 MS. YEE: Okay. Then what you have before you is
9 a color-coded chart, which is Attachment 4. And that
10 outlines the result of the Special Waste Committee. And
11 it includes that.

12 And I'll just start from the top and give you a
13 little bit of the background. What you have on the very
14 top line is a \$2.62 million, which is the outreach
15 activities. And that's the one where we moved your
16 recommendation on.

17 And then the next line we have \$41,000. And that
18 is basically the student assistance. And that leaves nine
19 hundred eleven -- oh, I'm sorry. And then the next line
20 is the proposed allocation, which is Table 1 for \$911,000
21 which are the invoice item that you see on Table 1. Would
22 like me to go through the details of that table or just go
23 straight into contract concept?

24 CHAIRPERSON MEDINA: Just please go straight into
25 contract concept.

1 MS. YEE: So that leaves a balance of \$1.668
2 million for you to give us directions on.

3 The first contract concept is Concept Number 31,
4 which is the Coastal Commission. And that is with
5 \$198,000. And that is basically the dock walkers. And
6 they also do outreach.

7 The next contract concept is number 32, the used
8 oil forum. And that is a Board sponsor. And it is used
9 oil forum that we put on. And this is a statewide
10 conference for all grantees, recycling and oil industry
11 personnel.

12 The next contract concept is Number 33, social
13 marketing pilot. Consultant will be conducting a social
14 marketing pilot to promote used oil recycling through
15 local jurisdictions to help us identify the barriers and
16 benefits of oil recycling.

17 Contract Concept Number 34 is the re-refined oil.
18 And this is to conduct an outreach program to encourage
19 the and procurement of re-refined oil in the pilot project
20 to determine barriers to distribution and procurement.

21 The next contract concept is Number 35, and
22 that's a stormwater guide. Local jurisdictions are
23 currently seeking to purchase storm drain filters to
24 prevent oil from entering the storm drains. But there are
25 unfamiliar different technologies available. So this

1 contract will actually identify the available technologies
2 and their efficacy to local jurisdictions.

3 Contract Concept Number 83, grant writing
4 workshops. And this is color coded pink because it was
5 approved back in May 2002 Board meeting. And it's been
6 determined that many of the grant applications that come
7 in don't pass because of the poor grant writing
8 techniques. So, consequently, GAU will be hiring a
9 contractor through CSU Sacramento to organize and to
10 provide workshops on grant writing techniques.

11 Contract Concept Number 41 is training for fleet
12 manager. And this and the other items highlighted in
13 yellow are things that were proposed at the Special Waste
14 Committee on September 4th, 2002. Training for fleet
15 managers would provide funding to provide outreach
16 programs, training, and resource materials to use
17 re-refined motor oil to state and private fleet managers.

18 Contract Concept Number 40 is the evaluation of
19 advertisement campaign. And this concept is to evaluate
20 the difference between the different media of
21 advertisement and determine which is the most effective.
22 And whichever we decide is the most effective, we just
23 want to make sure that it also meshes with the
24 communication strategy plan that the Office of Public
25 Affairs is putting together.

1 Contract Concept Number 36. I'm going to skip
2 over that one because it has several options. And I
3 believe we have speakers for that item.

4 So I'll move on to Concept Number 37, which is
5 the waste characterization. And this is put forth by the
6 Division of Planning and Local Assistance to work with a
7 contractor to do a statewide characterization of disposal
8 of our waste stream, including used oil containers and
9 filters.

10 Concept Number 39, sustainability project. This
11 is the motion picture and entertainment industry
12 sustainability project, UCLA. And that is to put together
13 key players in the entertainment field to green their
14 industry.

15 Contract Concept Number 38, video game
16 development feasibility analysis. This contract concept
17 is to provide seed money to determine the feasibility to
18 develop a video game about recycling used oil and other
19 materials.

20 Concept number 42 is a buy-recycled certification
21 audit. The state Controller's Office would audit the
22 state agencies that has fleets to verify their level of
23 use of re-refined oil which are reported on their SABRC
24 reports. Addition of the audit would determine the use
25 level of the re-refined oil by state agencies.

1 And lastly we have, back to Contract Concept
2 Number 36, is the used oil advertisement. And this one,
3 the Office of Public Affairs presented several options to
4 advertise recycling used oil and oil filters through
5 various media.

6 The five options are:

7 Option Number 1 is the radio advertisement
8 through KFI AM in Los Angeles and KFBK AM in Sacramento
9 for about \$100,080.

10 The second option is the TV sponsorship with
11 Eco-Talk on CBS Evening Magazine in the Bay Area for
12 \$107,000?

13 The third option is the pump-top signage. And
14 that's where the recycle used oil message would on the gas
15 station pump posters. That's for \$93,300.

16 The fourth option is the magazine advertisement
17 with Southwest Magazine, The Spirit, for \$100,000.

18 And the fifth option is the California Heartland
19 TV sponsorship on public television in Sacramento for
20 \$100,000.

21 And as you can see, most of them are around a
22 hundred thousand. So the total dollar amount for this was
23 originally \$100,000 to \$200,000.

24 And staff and Public Affairs recommend Option
25 Number 1, which is the radio advertising.

1 Waste Prevention and Market Development Division
2 recommended Option Number 1 and 5, which is the radio
3 advertisement as well as Heartland.

4 And then during the Special Waste Committee the
5 dollar amount was increased to \$400,000. And the
6 direction that was given was that whatever we choose, that
7 it just lines up with the Public Affairs comprehensive
8 communication plan.

9 What you have now is the opportunity to select
10 either all five of the options not to exceed \$400,000, or
11 you can change the dollar amount, or you can choose none
12 of the options and wait until the communications strategy
13 is completed.

14 I'd also like to mention that each of these
15 options do require sole-source agreement, which at this
16 time may be difficult to justify.

17 Additionally, if you are interested in choosing
18 Option Number 5, which is the Heartland, there is a timing
19 issue. The season for Heartland runs from October through
20 September, so Heartland is time sensitive.

21 And I'd like to present a short list of pros and
22 cons for Heartland, which may assist you in making your
23 decision.

24 The pros for Heartland is:

25 1) It's a wide market range and visibility,

1 including prime-time audience in urban and rural markets;

2 2) It's a broad-bases message regarding used
3 oil, tires, and waste prevention issues; and

4 3) It repeats broadcasts for a long period of
5 time that significantly increase our dollar value;

6 4) It's an independent third-party endorsement
7 for CIWMB messages.

8 The cons for supporting Heartland: It has the
9 wrong demographic in audience; it tends to draw men and
10 women over 50; and do-it-yourselfers are between the ages
11 of 18 to 49.

12 2) There's no editorial control. We can't fine
13 tune the adds on a daily, weekly, or monthly basis. And
14 we can't design the focus of content of our message.

15 3) There's no connection between ID and story.
16 So no one really knows if the story was generated or
17 connected to CIWMB other than our logo.

18 4) There's less than 50 hits each month on our
19 Board link to the Internet.

20 And this pretty much completes the contract
21 concepts and this agenda item.

22 And as a reminder, I just wanted to let you know
23 that any funds that are not used this fiscal year will be
24 carried over or it could be funded later on this year. So
25 we don't lose the funds because it is continuously

1 appropriated.

2 And staff would like to recommend that the Board
3 approve the allocation item outlined in Table 1 and adopt
4 Resolution 002-469, and request that the Committee provide
5 some direction as to which contract concepts proposed are
6 recommended and the funding available or which other
7 contract concept you would like to add.

8 CHAIRPERSON MEDINA: Thank you, Ms. Yee. And the
9 display that you had up here, do you have that available
10 in a handout --

11 MS. YEE: Yes, I --

12 CHAIRPERSON MEDINA: -- those various options?

13 MS. YEE: Not as a handout. But it is in your
14 Agenda Item. It's Item Number 36.

15 CHAIRPERSON MEDINA: So this is one of the pages
16 that we have, the various options for the \$400,000?

17 MS. YEE: Yes.

18 MS. WILLD-WAGNER: Okay. This is the one that up
19 here now, I guess, on the five options for public
20 education.

21 MS. YEE: It's on your screen.

22 MS. WILLD-WAGNER: It's on your screen now.

23 CHAIRPERSON MEDINA: You don't have a handout for
24 that one?

25 MS. YEE: Just on the contract concept itself.

1 CHAIRPERSON MEDINA: Yes, if you would just leave
2 that up on the screen for display.

3 MS. WILLD-WAGNER: Sure. And would you like to
4 hear what the Special Waste Committee recommended on any
5 of these, or are you ready just to discuss each one of
6 these?

7 COMMITTEE MEMBER PAPARIAN: Yes, Mr. Chairman.

8 CHAIRPERSON MEDINA: Yes, Board Member Paparian.

9 COMMITTEE MEMBER PAPARIAN: Yeah, I think it
10 would be appropriate to hear it because I think there were
11 some nuances on this last item, the one that's up on the
12 screen, that we --

13 CHAIRPERSON MEDINA: Before we do so, what I'd
14 like to do is I'd like to proceed on these. I just would
15 like to go down the contract concepts. And those that
16 we're all in agreement with, just move those out of the
17 way. And then that will allow us to go to the others in
18 terms of what priorities we have there.

19 Board Member Patterson.

20 COMMITTEE MEMBER MOULTON-PATTERSON: Thank you,
21 Mr. Medina.

22 I certainly would like to move very enthusiastic
23 support of the Dock Walkers Coastal Commission allocation
24 at the full amount, \$198,000. I think they do a great job
25 and I think that's money well spent.

1 CHAIRPERSON MEDINA: I will go down each one.

2 And then the ones that get three check marks, we'll take
3 those off. And then we'll move on to the other ones.

4 Board Member Paparian, do you support that one?

5 COMMITTEE MEMBER PAPARIAN: Yes.

6 CHAIRPERSON MEDINA: And that's an aye for me as
7 well.

8 So the \$198,000 for Coastal Commission, that's
9 approved.

10 The next item is the Contract Concept 32, the
11 used oil forum for \$65,000.

12 Board Member Patterson.

13 COMMITTEE MEMBER PAPARIAN: Let me take a look at
14 it. Why don't you go to Member Paparian first.

15 CHAIRPERSON MEDINA: Board Member Paparian.

16 COMMITTEE MEMBER PAPARIAN: I'm fine with it.

17 COMMITTEE MEMBER MOULTON-PATTERSON: I think that
18 I'm fine with this. I just want to look at one thing.

19 Yes, I'd be in favor of that.

20 CHAIRPERSON MEDINA: Very good. And I also
21 support that. So that's done.

22 The next one is Contract Concept 33, the social
23 marketing pilot for 120. And again that was recommended
24 by the Special Waste committee.

25 Any questions, any discussions on that particular

1 item?

2 If not, what is your preference on that, board
3 Member Patterson?

4 COMMITTEE MEMBER MOULTON-PATTERSON: Yes, I'm for
5 it.

6 CHAIRPERSON MEDINA: Okay. Board Member
7 Paparian.

8 COMMITTEE MEMBER PAPARIAN: I'm fine with that
9 one.

10 CHAIRPERSON MEDINA: So am I. So that's done.

11 Move on to the Contract Concept 34, the special
12 waste re-refined oil outreach for 150.

13 Board Member Patterson.

14 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

15 CHAIRPERSON MEDINA: Paparian.

16 COMMITTEE MEMBER PAPARIAN: I'm okay with that.

17 CHAIRPERSON MEDINA: Okay. That's three on that
18 one.

19 With that, we'll move on to the Contract Concept
20 35, special waste stormwater, recommended for \$75,000 by
21 the Special Waste Committee.

22 Board member Patterson.

23 COMMITTEE MEMBER MOULTON-PATTERSON: Yes, I'm in
24 favor.

25 CHAIRPERSON MEDINA: Board Member Paparian.

1 COMMITTEE MEMBER PAPARIAN: Me too.

2 CHAIRPERSON MEDINA: Okay. I support that. So
3 that's done.

4 The Contract Concept Number 83, the grant writing
5 workshop for \$15,000.

6 Board Member Moulton-Patterson.

7 COMMITTEE MEMBER MOULTON-PATTERSON: I might have
8 a question on that. Give me just a moment.

9 CHAIRPERSON MEDINA: Certainly.

10 Board Member Paparian.

11 COMMITTEE MEMBER PAPARIAN: I'm fine with it.

12 CHAIRPERSON MEDINA: Okay. And I'm fine with
13 that as well.

14 COMMITTEE MEMBER MOULTON-PATTERSON: Yes, I'm
15 fine with that.

16 CHAIRPERSON MEDINA: Very good.

17 Next one, Item 41, Special Waste Committee
18 training for fleet managers for \$80,000.

19 Board Member Moulton-Patterson.

20 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

21 CHAIRPERSON MEDINA: Board Member Paparian.

22 COMMITTEE MEMBER PAPARIAN: I'm fine with that
23 one.

24 CHAIRPERSON MEDINA: And I'm fine with that one
25 as well. That one is done.

1 The Contract Concept 40, the Special Waste
2 Committee evaluation of the advertisement campaign for
3 \$100,000, recommended by the Special Waste Committee.

4 Board member Moulton-Patterson.

5 COMMITTEE MEMBER MOULTON-PATTERSON: I'm fine
6 with that one.

7 CHAIRPERSON MEDINA: Board Member Paparian.

8 COMMITTEE MEMBER PAPARIAN: So am I.

9 CHAIRPERSON MEDINA: Okay. I'm fine on that one.
10 So that one is done.

11 And then we're going to skip the Contract Concept
12 Number 36. And we will return to that one for further
13 discussion.

14 We'll move on to Contract Concept Number 37, the
15 waste characterization study recommended for a total of
16 \$75,000 by the Special Waste Committee.

17 Board Member Moulton-Patterson.

18 COMMITTEE MEMBER MOULTON-PATTERSON: I'm in
19 favor.

20 CHAIRPERSON MEDINA: Board Member Paparian.

21 COMMITTEE MEMBER PAPARIAN: Me too.

22 CHAIRPERSON MEDINA: And I support that one.

23 And the next one is Contract Concept Number 39,
24 the motion picture and entertainment industry
25 sustainability project with UCLA. The Special Waste

1 Committee recommended that for \$100,000.

2 Board Member Moulton-Patterson.

3 COMMITTEE MEMBER MOULTON-PATTERSON: I think

4 Special Waste, they recommended 25, they reduced it.

5 MS. WILLD-WAGNER: They had originally

6 recommended 25 because we had only had 25,000 requested.

7 Since the time -- that was back in September. Between

8 September and October the request was raised up to a

9 hundred thousand, and the Special Waste Committee

10 supported the 100,000. So that was just a change --

11 COMMITTEE MEMBER MOULTON-PATTERSON: You know,

12 I'd definitely like to speak in favor of that. I just was

13 looking at an old one, and I thought they had had some

14 questions. But I'm in support.

15 CHAIRPERSON MEDINA: Okay. Board Member

16 Paparian.

17 COMMITTEE MEMBER PAPARIAN: I'm fine with that.

18 CHAIRPERSON MEDINA: Okay. And I support that.

19 That's 3.

20 We come down to Contract Concept Number 38, the

21 video game development feasibility analysis. It was

22 either a no recommendation or not a positive

23 recommendation by the Special Waste Committee.

24 MS. WILLD-WAGNER: That's correct. It was not

25 supported at this time fully by the Special Waste

1 Committee. They really would -- as we said, we won't be
2 losing this money. We could bring back another
3 reallocation. And there was some questions that need a
4 little bit of answering, and we'll work to answer those.

5 CHAIRPERSON MEDINA: Very good.

6 COMMITTEE MEMBER MOULTON-PATTERSON: I have a
7 question.

8 CHAIRPERSON MEDINA: Certainly.

9 COMMITTEE MEMBER MOULTON-PATTERSON: Who gave the
10 report on that to the special waste? Did they have a
11 report on it?

12 MS. WILLD-WAGNER: Chris Peck described the
13 project.

14 COMMITTEE MEMBER MOULTON-PATTERSON: Could Chris
15 come forward? I mean would that be okay with you, Mr.
16 Chair? I'd like to have a little more explanation for --

17 COMMITTEE MEMBER PAPARIAN: Okay. And we also
18 had -- at the Committee meeting had representatives of the
19 company that were --

20 COMMITTEE MEMBER MOULTON-PATTERSON: Oh, they
21 were there.

22 COMMITTEE MEMBER PAPARIAN: Yeah.

23 COMMITTEE MEMBER MOULTON-PATTERSON: They should
24 come to Budget also.

25 MR. PECK: You would like to hear a little bit

1 more?

2 COMMITTEE MEMBER MOULTON-PATTERSON: Yes.

3 MR. PECK: The concept of the video game is to
4 produce a game that would play similar to -- if any of you
5 are familiar with the Sim City, which is essentially a
6 city building and design concept. The proponents are
7 proposing to develop a recycling based model that would
8 describe the process of recycling used oil and other
9 materials, go on to educate to children primarily and
10 adults about the kinds of things that could be made with
11 materials that have been recycled. And they are also --
12 this has been put forward as a contract concept for
13 funding from the used oil program. Program staff and
14 DPLA, who I've talked with Pat Schiavo about it. Pat and
15 I recently met with these folks. They have agreed to
16 provide some consulting too to make sure that what they're
17 saying about recycling is consistent with the Board's
18 philosophies and is technically accurate. So in a sense
19 we'd be providing staff support from the Integrated Waste
20 Management account to that as well.

21 COMMITTEE MEMBER MOULTON-PATTERSON: Well, I
22 would certainly be in favor of the concept. I would like
23 to know, you know, a little bit more about it.

24 Mr. Paparian, you were at Special Waste. And
25 what was your feelings on -- did you think it was

1 premature? Or would you give a sense of the people that
2 would be doing this. They were at special waste; is that
3 correct.

4 COMMITTEE MEMBER PAPARIAN: They were there. I
5 think Mr. Cannella raised the most concern about it. And
6 the nature of his concern was the -- essentially the
7 expenditure of this money to do -- for a company to do a
8 feasibility study where they would ultimately, if they
9 were successful, make money off of the item. I think we
10 had some assurances from the company that they weren't
11 going to be making much money, that they were going to be
12 selling this thing at a very low cost. But I think it was
13 the nature of the investment essentially from the Waste
14 Board that caused Mr. Cannella to raise concerns. And I
15 think the rest of us felt like we weren't at a high enough
16 comfort level with the item that we wanted to push it.

17 But I think that there is probably going to be
18 more information forthcoming about the item and about the
19 nature of the type of money we would be spending.

20 CHAIRPERSON MEDINA: Who would own the product?

21 MR. PECK: It would -- there's not been any
22 discussion about the Board owning the product. I had a
23 follow-up conversation, was actually with the principal --
24 who was not able to be at the Committee meeting on
25 Monday -- after the Committee meeting. And he reassured

1 me that they're approaching this from an educational
2 perspective. And in his mind this is a not-for-profit
3 venture. They haven't incorporated as a not-for-profit.
4 But they also have made a commitment, at least verbally to
5 us, that they would make the material -- if it does become
6 a feasible project and move to development, that they
7 would make a commitment to making those materials
8 available at cost, at the most, I think to California
9 schools at least for a limited period of time. So if
10 there were questions about whether the Board was getting
11 something for its investments in the feasibility study, we
12 would be essentially purchasing -- you know, buying down
13 the cost of the product to California schools and in the
14 longer term.

15 But the Committee asked us to come back with some
16 additional information. So there would be some more
17 discussions I think between Mr. Cannella's office and the
18 proponents to make sure that they're responding to the
19 concerns that he raised, and we can bring this back as a
20 reallocation item.

21 CHAIRPERSON MEDINA: Thank you.

22 Board Member Moulton-Patterson.

23 COMMITTEE MEMBER MOULTON-PATTERSON: I just
24 wanted to know, are you working with our Office on
25 Environmental Education on this?

1 MR. PECK: I have not spoken to Trish about this
2 yet. I've been talking to the proponents about the
3 importance of the integrated education approach and the SB
4 373, advised them to look at that and to think to about
5 perhaps this as an initial building block and a multimedia
6 approach to environmental issues.

7 COMMITTEE MEMBER MOULTON-PATTERSON: Well, I'd be
8 very much in favor of it once we get some of these
9 questions answered.

10 CHAIRPERSON MEDINA: And I think that at this
11 particular time, given that there's no recommendation by
12 the Special Waste Committee and we will have money left
13 over after we go through the process today, that we can
14 always come back.

15 MS. WILLD-WAGNER: We can bring it back at a
16 later time.

17 CHAIRPERSON MEDINA: Is that fine with you, Board
18 Member Paparian?

19 COMMITTEE MEMBER MOULTON-PATTERSON: Yes, it is.

20 COMMITTEE MEMBER PAPARIAN: Yes.

21 CHAIRPERSON MEDINA: Okay. Contract concept
22 Number 42, the buy-recycled certification audits,
23 recommended for \$50,000.

24 Board Member Moulton-Patterson.

25 COMMITTEE MEMBER MOULTON-PATTERSON: Now, that

1 was recommended by Special Waste also?

2 DEPUTY DIRECTOR JORDAN: Yes.

3 MS. YEE: Yes.

4 COMMITTEE MEMBER MOULTON-PATTERSON: Yeah, I have
5 no problem.

6 CHAIRPERSON MEDINA: Board Member Paparian.

7 COMMITTEE MEMBER PAPARIAN: I'm fine.

8 CHAIRPERSON MEDINA: And I'm fine with that.
9 That's done.

10 That leaves one. And, that is, the one that has
11 to do with Contract Concept Number 36, the advertisement
12 campaign. And that was recommended for \$400,000 by the
13 Special Waste Committee.

14 So I'll open that up for discussion.

15 And is there any way to enlarge that for those
16 who are visually challenged or can't see that particular
17 size print?

18 Board Member Patterson, any questions?

19 COMMITTEE MEMBER MOULTON-PATTERSON: Yes. I just
20 was wondering from our Office of Public Affairs, when are
21 we expecting to have the full Public Affairs strategy
22 ready so we can see how all this fits in?

23 ASSISTANT DIRECTOR SIMPSON: Good morning, Mr.
24 Chair and Committee Members. Frank Simpson with the
25 Office of Public Affairs.

1 We're very, very close, very close. I would say
2 just within a few days. We had initially started working
3 on our communication strategy and moved it up by several
4 months. So we've been under the gun to get it done. But
5 we're very, very close.

6 I think what you'll find, having interviewed each
7 of you individually, looking for commonalities, the
8 communication strategy is really going to be a very
9 comprehensive package of advertising and will include many
10 different things. But what we're trying to do is connect
11 all the pieces in all the divisions and all the markets
12 and put them all together in a cohesive message, with a
13 new brand for the Board so we can move forward into the
14 next generation and have an identity that we can take
15 forward with us.

16 So to more directly answer your question, I would
17 say, give us another week please.

18 CHAIRPERSON MEDINA: Are there any of the options
19 here that need immediate action for whatever reasons, that
20 have to do with the timing? Time is of the essence, I
21 think.

22 ASSISTANT DIRECTOR SIMPSON: The only one that
23 really would pose a problem would be Heartland. That's
24 because of the way their schedule works out. The season
25 kind of overlaps. And they would be the only ones that

1 may be in a position to be worried about the issuance of a
2 contract. But I would suggest to the Committee that --
3 that being at risk, that I would hope that you could hold
4 off on that one as well until the strategy is released,
5 because I really would like you to take a good look at the
6 communication plan and see what's been done.

7 CHAIRPERSON MEDINA: We do have a speaker in
8 regard to California Heartland. That's Ms. Tilmon.

9 Is Ms. Tilmon in the room?

10 Could you come up please.

11 COMMITTEE MEMBER PAPARIAN: Mr. Chairman, just to
12 be clear what the Special Waste Committee did on this
13 item.

14 We separated this item at the request of one of
15 the members. And there was a vote on this item. It was a
16 3 to 1 in favor of moving forward with it. But I think
17 that the concern about the timing aspect really led --
18 well, I can just speak for myself as one of those three --
19 that led me to think it was appropriate to go forward at
20 this point.

21 Although I did caution the Heartland folks and
22 everybody else there that next year when we have better
23 information about who our target audiences are and how we
24 want to reach them, we may be looking at the Heartland
25 sponsorship a whole lot differently, depending on whether

1 our audiences and the types of ways we want to reach our
2 audiences are consistent with what Heartland does.

3 But, again, what we did was we voted 3 to 1 in
4 favor of the \$100,000 for this year.

5 COMMITTEE MEMBER MOULTON-PATTERSON: May I ask a
6 question, Mr. Chairman?

7 CHAIRPERSON MEDINA: Certainly.

8 COMMITTEE MEMBER MOULTON-PATTERSON: Mr.
9 Paparian, so your vote was 3 to 1 on the California
10 Heartland, to go ahead with it this year; is that correct?

11 COMMITTEE MEMBER PAPARIAN: That's right.

12 COMMITTEE MEMBER MOULTON-PATTERSON: And on these
13 others, did you vote on it? I mean --

14 MS. YEE: What happened was \$100,000 to put aside
15 for Heartland to go forward. And the other \$300,000 was
16 put there as a contingency based upon the outcome of the
17 communication strategy plan.

18 COMMITTEE MEMBER MOULTON-PATTERSON: Okay. Thank
19 you. Yeah, that made it really clear to me.

20 Okay. Thank you.

21 CHAIRPERSON MEDINA: Ms. Tilmon.

22 MS. TILMON: Good afternoon, Chairman Medina and
23 Members. Thank you very much for the opportunity to be
24 here today to speak with you about California Heartland.

25 We did provide you with a written proposal. And

1 we provided you 10 copies, 2-sided, as we're supposed to.

2 I'm Jan Tilmon, Vice President for Content at
3 KVIE.

4 KVIE pays a King's ransom to Nielsen media. They
5 are the ratings analysis firm for all broadcasters,
6 whether they're commercial or public. And after hearing
7 the discussion on Monday about the demographics reached by
8 California Heartland, we went back and took a look at the
9 two most recent Nielsen Sweeps books.

10 And the data provided by Nielsen is that for the
11 weekday broadcast of California Heartland 21 percent of
12 the demographic reached is the 18 to 49-year-old audience.
13 And on the weekend broadcast for California Heartland the
14 18 to 49-year-old audience is made up of 27 percent of the
15 audience.

16 So we are in fact with California Heartland
17 reaching the demographic that has been stated as your
18 target. Given the fact that we have an average weekly
19 audience of 850,000 viewers statewide, that's a very
20 significant reach indeed.

21 In addition to that, I think what really makes
22 this special in terms of its relationship to the
23 California Integrated Waste Management Board and its
24 objectives is the quality of that audience. These are
25 folks who are activists. They're engaged citizens. They

1 do recycle. They participate in environmental activities
2 far more frequently than the average population. They're
3 more involved in their community, and they share their
4 beliefs freely.

5 These are a couple of statistics that were
6 gathered from Media Mark Research. The public television
7 audience is 23 percent more likely to recycle; 63 percent
8 more likely than the general population to talk to others
9 about recycling. They are 49 percent more likely to
10 participate in an environmental group or campaign and 203
11 percent more likely to be environmentally minded.

12 So that seems to be reaching out and making a
13 connection with the folks that you want to talk to.

14 I also wanted to address the connection between
15 the identification of the California Integrated Waste
16 Management Board and the programs itself. As you know,
17 your logo is presented at the beginning and the end of
18 each one of the California Heartland programs, along with
19 your web site address. And that of course we can
20 restructure in any way that you would like, any time that
21 you'd like. And we have done that actually a couple of
22 times.

23 But the reality is, that story telling is one of
24 the most powerful forms of communication. And in the more
25 than three dozen stories that we have done over the time

1 that we have had the relationship with you, those stories
2 tell people what and how and why. And that is a very,
3 very powerful form of communication. We've had a great
4 partnership with the staff here, and they have been able
5 to lead us to the kinds of stories that make the most
6 significant difference to viewers.

7 One of the benefits that wasn't mentioned, and
8 I'd really like to mention it, is that after we produce
9 these programs -- and, yes, we do have editorial control.
10 We work with staff, we get recommendation, we get access,
11 we go out and do the stories and we broadcast them. After
12 we do that, we make these stories available to the staff.
13 And they have been very innovative and very creative in
14 the way that they have used them -- they're used for.
15 Other staff members, for conferences, for other
16 communication vehicles. And of course they're used in
17 schools. We have a relationship that allows those stories
18 to be segregated and then used in the classroom.

19 So it is -- in addition to the broadcast
20 exposure, getting the general audiences, we make this
21 material available so that you can use it for targeted
22 audiences. And I hope that you see that as a benefit.
23 We're actually very impressed. This staff group does a
24 better job of using that material than any of our other
25 sponsors do, quite frankly.

1 And that's all I'll say. I'd be happy to answer
2 any questions that you do have.

3 CHAIRPERSON MEDINA: Wonderful. Thank you, Ms.
4 Tilmon.

5 Board members, any questions?

6 COMMITTEE MEMBER MOULTON-PATTERSON: Not any
7 questions. I'd just to say, you know, certainly, as Mr.
8 Paparian said, I think we need to revisit every year. But
9 from what I've seen at the California Heartland, my visits
10 to the studio, watching the programs, and seeing what
11 they've done in the way of used oil, I certainly would be
12 in favor of this \$100,000.

13 CHAIRPERSON MEDINA: Okay. Thank you.

14 And that's my inclination as well. I watched the
15 program on many occasions, have enjoyed it.

16 And Board Member Paparian.

17 COMMITTEE MEMBER PAPARIAN: Yes.

18 CHAIRPERSON MEDINA: Okay. On that particular
19 option then it's a yes.

20 In regard to the others -- and this is for
21 staff -- if you would total up all the requests. It seems
22 to me they come up to more than \$400,000.

23 Would you give me the total amount requested on
24 that.

25 MS. YEE: The total is five hundred --

1 CHAIRPERSON MEDINA: Now, you show a total of --

2 MS. YEE: Total is -- \$500,380 is the total for
3 all five. But of course these are estimates.

4 CHAIRPERSON MEDINA: I understand. I just would
5 like to see a total.

6 You're requesting \$400,000 on the right margin.
7 But you have figures in parentheses. And I'd like to know
8 what those add up to just so that I can see how much
9 you're requesting over what the total figure is.

10 Okay. So take a hundred thousand out of that.

11 And, Board members, what's your preference in
12 regard to the other options?

13 Board Member Patterson.

14 COMMITTEE MEMBER MOULTON-PATTERSON: Well, you
15 know, I'm probably not up to speed since I wasn't on the
16 Special Waste and didn't hear it. But I don't if there's
17 time constraints. I certainly want to see the full plan
18 before, you know, we allocate any more money. And if it's
19 a few days away or whatever, you know, personally I don't
20 see why we would vote on these others. But maybe there's
21 something I'm missing.

22 CHAIRPERSON MEDINA: Board Paparian.

23 COMMITTEE MEMBER PAPARIAN: Yeah. And I think
24 that the direction we had coming out at the Special Waste
25 Committee was we want this money spent in this area, but

1 we're not -- we weren't quite sure where we wanted it to
2 be spent until we have the additional information.

3 And then just to add to that, you know, I kind of
4 view their being kind of four types of audiences out
5 there: The people who always recycle; the people who
6 occasionally recycle and maybe could recycle some more;
7 the people who don't recycle but could be convinced to
8 recycle; and the people who probably will never recycle.

9 It's really those two middle groups that I think
10 our outreach really needs to be targeted towards. We want
11 to get to the people who occasionally recycle to recycle
12 more and the people who aren't recycling to begin
13 recycling. And, you know, it's possible that some of
14 these items on this list will help with that. But I think
15 we wanted to make sure that what we do is consistent with
16 the plans prepared by the Public Affairs Office and is
17 consistent with the best information we have available
18 about how to reach our target audiences.

19 CHAIRPERSON MEDINA: Okay. Thank you, Board
20 Member Paparian.

21 So we have made our recommendations in all of
22 them.

23 We will come back and revisit the Office of
24 Public Affairs advertisement campaign when the plan is
25 ready.

1 And by my totals, we have allocated \$1,328,000.
2 So if you subtract that from the amount that was
3 available, what is the balance remaining that we will
4 roll-over to the next funding period?

5 Who has a calculator out there? Who's keeping a
6 running tab on these figures?

7 MS. YEE: What was your total, Chairperson
8 Medina?

9 CHAIRPERSON MEDINA: If you subtract the \$100,000
10 from the -- or actually --

11 MS. YEE: Can I get a clarify from you? On the
12 advertisement piece for \$400,000 --

13 CHAIRPERSON MEDINA: We're approving a hundred
14 thousand --

15 MS. YEE: Approving a hundred thousand.

16 Did you still want to carry over the \$300,000
17 to --

18 CHAIRPERSON MEDINA: Yes, we do.

19 MS. YEE: Okay. So we should actually put in the
20 400,000 there?

21 CHAIRPERSON MEDINA: Well --

22 MS. YEE: And the 300,000 we set aside until --

23 CHAIRPERSON MEDINA: What numbers do you wish to
24 put aside, the 300,000, or do you just wish to roll that
25 over to --

1 MS. YEE: That is what Special Waste did.

2 COMMITTEE MEMBER MOULTON-PATTERSON: You know, I
3 want it spent in Public Affairs myself. And however we do
4 it -- you know, I don't want to specifically say we're
5 funding this. But would that be your -- I mean I do want
6 it in the Public Affairs area.

7 COMMITTEE MEMBER PAPARIAN: Yeah. I mean my
8 preference would be to allocate the \$300,000 with the
9 direction that we want to hear back how that \$300,000 is
10 going to be spent -- we want to approve how that \$300,000
11 will be spent, and which I had approved. But I think the
12 Special Waste Committee, and I fully support this, was
13 comfortable with saying, "We are going to spend \$300,000
14 in this area, but we want to know more about what that's
15 going to be spent on."

16 CHAIRPERSON MEDINA: Very good.

17 We'll go with that. So are you clear on the
18 direction?

19 MS. YEE: Yes.

20 So that would give us a total of \$1.428 million
21 in contract concept that you're recommending. And that
22 will leave us a balance of \$240,000.

23 CHAIRPERSON MEDINA: Very good.

24 That will be the recommendation then to the full
25 Board at the Board meeting.

1 MS. YEE: Will that also include Table 1, the
2 \$911,000 for the invoice item?

3 If you go to the very top of your sheet --

4 CHAIRPERSON MEDINA: Yes, I see that. That's the
5 third item down the list.

6 MS. WILLD-WAGNER: That is what the Committee
7 approved also, the -- these are invoiced expenditures for
8 printing and advertising that we do on an invoice basis.

9 CHAIRPERSON MEDINA: That's fine, yeah.

10 Now, we did approve the mandatory services, did
11 we not?

12 MS. YEE: Yes.

13 CHAIRPERSON MEDINA: Okay. So that will be the
14 recommendation to the full Board.

15 MS. WILLD-WAGNER: All right. Thank you.

16 CHAIRPERSON MEDINA: Does that conclude that
17 particular item?

18 MS. YEE: Yes.

19 CHAIRPERSON MEDINA: Okay. Thank you.

20 With that we'll move on to the next item, Item C.

21 DEPUTY DIRECTOR JORDAN: Item C will be presented
22 by Linda Dickinson.

23 CHAIRPERSON MEDINA: Just for the record, do we
24 need a vote on the previous matter?

25 In regards to the recommendations that have been

1 made by this Committee, Board Member Patterson?

2 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

3 CHAIRPERSON MEDINA: Board Member Paparian?

4 COMMITTEE MEMBER PAPARIAN: Aye.

5 CHAIRPERSON MEDINA: And then I vote aye. So we
6 have an affirmative vote.

7 MS. DICKINSON: Good morning. I'm Linda
8 Dickinson with the Special Waste's Waste Tire Diversion
9 Section.

10 And this item is on the Playground Cover Grant
11 Award Program for Fiscal Year '02-'03.

12 The Special Waste and Market Development
13 Committee voted 4 to 0 for fiscal consent on this item.

14 And the Board has awarded grants for playground
15 cover since '96-'97. And the five-year plan approved by
16 the Board at its March 2001 meeting designates \$800,000 to
17 fund the Waste Tire Playground Cover Grant Program for
18 five fiscal years beginning in fiscal year '01-'02.

19 This item is the second cycle under the five-year
20 plan. And the board had received 34 grant applications
21 requesting just over \$822,00. Sixty-six percent of the
22 applications were from southern California and 34 percent
23 were from northern California.

24 Two applications were disqualified. One was
25 because it was submitted on the wrong application and

1 another was an ineligible project.

2 The grant program is intended to fund programs up
3 to \$25,000 each, not to exceed \$800,000 for the grant
4 cycle. It has a 50-percent match. And the match can be
5 reduced to 25 percent of the grant request if the
6 applicant qualifies for financial hardship.

7 It is important to note that if the Board
8 approves Option 1 and awards funds to the 31 applicants
9 that passed the grant review process, for a combined total
10 of \$752,791 in funding, it would leave \$47,209 available
11 for reallocation.

12 CHAIRPERSON MEDINA: How much would be left over
13 for allocation?

14 MS. DICKINSON: \$47,209.

15 I don't know how much detail you want on this. I
16 can go into full detail or I can make it short. What is
17 your preference?

18 CHAIRPERSON MEDINA: Board members, do you have
19 any questions on this one?

20 Board Member Paparian, would you share with us
21 any discussion regarding this particular item?

22 COMMITTEE MEMBER PAPARIAN: Yeah, the Special
23 Waste Committee was pretty quick on this item. And we
24 unanimously supported it.

25 CHAIRPERSON MEDINA: Can we have a motion

1 regarding the resolution?

2 COMMITTEE MEMBER PAPARIAN: I'll move Resolution
3 2002-570 revised.

4 COMMITTEE MEMBER MOULTON-PATTERSON: I will
5 second that.

6 CHAIRPERSON MEDINA: Okay. Resolution 2002-570
7 revised has been moved and seconded.

8 Take the roll.

9 SECRETARY HARRIS: Moulton-Patterson?

10 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

11 SECRETARY HARRIS: Paparian?

12 COMMITTEE MEMBER PAPARIAN: Aye.

13 SECRETARY HARRIS: Medina?

14 CHAIRPERSON MEDINA: Aye.

15 Okay. Resolution 2002-570 revised has been
16 approved.

17 And I need to go back. I had not seen the
18 resolution on the previous item. That's Resolution
19 2002-469 revised. If we can have a motion on that one.

20 COMMITTEE MEMBER MOULTON-PATTERSON: I will move
21 that.

22 COMMITTEE MEMBER PAPARIAN: Second.

23 CHAIRPERSON MEDINA: Okay. Resolution --

24 COMMITTEE MEMBER MOULTON-PATTERSON: Would you
25 read into the record. I've got to find my place here.

1 COMMITTEE MEMBER PAPARIAN: 2002-469.

2 COMMITTEE MEMBER MOULTON-PATTERSON: Yeah,
3 2002-469 revised. I move.

4 CHAIRPERSON MEDINA: Okay. Resolution 2002-469
5 has been moved by Moulton-Patterson, seconded by Board
6 Member Paparian.

7 Call the roll on that one.

8 SECRETARY HARRIS: Moulton-Patterson?

9 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

10 SECRETARY HARRIS: Paparian?

11 COMMITTEE MEMBER PAPARIAN: Aye.

12 SECRETARY HARRIS: Medina?

13 CHAIRPERSON MEDINA: Aye.

14 Okay. That has been approved.

15 DEPUTY DIRECTOR JORDAN: Item D will be presented
16 by Jim La Tanner.

17 MR. LaTANNER: Good morning, Chairman Medina and
18 Board Members.

19 This Agenda Item presents an RMDZ loan to Epic
20 Plastics, Inc.

21 At the Special Waste and Market Development
22 Committee it was placed on fiscal consensus. Loan
23 Committee will meet on Thursday, October 10th, to approve
24 the credit worthiness of the collateral for the loan. The
25 results will be presented at the Board meeting.

1 For this fiscal year the loan program was
2 budgeted to fund up to \$10 million in RMDZ loans. With
3 this loan, if approved, would bring the totals for the
4 first six months to just under \$5 million, at \$4,965,000,
5 with remaining available funds of \$5,035,000 for future
6 applications.

7 And we have a number of applications and
8 prospects in the works that may utilize that.

9 Staff would recommend approval of the item since
10 funding is available for it.

11 Any questions?

12 CHAIRPERSON MEDINA: Board members, any questions
13 regarding this item?

14 COMMITTEE MEMBER MOULTON-PATTERSON: I have none.

15 COMMITTEE MEMBER PAPARIAN: Mr. Chairman, I'll
16 move adoption of Resolution 2002-579.

17 COMMITTEE MEMBER MOULTON-PATTERSON: I will
18 second it.

19 CHAIRPERSON MEDINA: Resolution 2002-579 has been
20 moved by Board Member Paparian, seconded by
21 Moulton-Patterson.

22 Take the roll please.

23 SECRETARY HARRIS: Moulton-Patterson?

24 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

25 SECRETARY HARRIS: Paparian?

1 COMMITTEE MEMBER PAPARIAN: Aye.

2 SECRETARY HARRIS: Medina?

3 CHAIRPERSON MEDINA: Aye.

4 Resolution 2002-579 has been moved to the full
5 Board under fiscal consent.

6 DEPUTY DIRECTOR JORDAN: I will be presenting
7 Item F, consideration of the report to the Legislature on
8 the California Integrated Waste Management Board's grant
9 programs compliance with permitting and licensing
10 requirement.

11 This agenda item requests the Board's
12 consideration of the attached draft report. The attached
13 report was prepared to fulfill the legislative requirement
14 for the supplemental report due on December 1st, 2002.

15 The draft provides an overview of the Board's
16 recent activities to strengthen process but adopt policy
17 to ensure grantee compliance with permitting and licensing
18 requirements.

19 The Board was previously presented with two
20 agenda items in months June and August. In August the
21 Board approved the policy and the proposed check list for
22 the purpose of complying -- for the grantee's compliance
23 with this requirement.

24 In closing, the options for the Board are two:
25 One, approve the draft report; two, approve the draft

1 report with specific revisions; or, three, disapprove the
2 draft report and require staff to return to the November
3 Board meeting incorporating Board-directed modifications.

4 Staff recommends that the Board approve Option 1
5 and adopt Resolution 2002-532.

6 CHAIRPERSON MEDINA: Board Member
7 Moulton-Patterson.

8 COMMITTEE MEMBER MOULTON-PATTERSON: If there
9 aren't any questions, I'll move Resolution 2002-532
10 revised.

11 COMMITTEE MEMBER PAPARIAN: Second.

12 CHAIRPERSON MEDINA: Resolution 2002-532 revised
13 has been revised by Moulton-Patterson, seconded by Board
14 Member Paparian.

15 Call the roll please.

16 SECRETARY HARRIS: Moulton-Patterson?

17 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

18 SECRETARY HARRIS: Paparian?

19 COMMITTEE MEMBER PAPARIAN: Aye.

20 SECRETARY HARRIS: Medina?

21 CHAIRPERSON MEDINA: Aye.

22 Resolution 2002-532 revised has been moved on to
23 the full Board.

24 And with that we're going to take a 10 minute
25 break.

1 (Thereupon a short recess was taken.)

2 CHAIRPERSON MEDINA: If everybody's ready, we'll
3 return back to order.

4 Call the next item please.

5 DEPUTY DIRECTOR JORDAN: Yes, Item G will be
6 presented by Carla Repucci.

7 Well, it appears that Carla's not here.

8 Oh, I'm sorry, Carla.

9 (Thereupon an overhead presentation was
10 presented as follows.)

11 MS. REPUCCI: Good morning, Mr. Chairman and
12 Members of the Committee. My name is Carla Repucci. And
13 I will present Committee Agenda Item G, which is Item 23
14 on the Board agenda, for the consideration of two
15 applications for Farm and Ranch Solid Waste Cleanup and
16 Abatement Grants.

17 This item was heard by the Permitting and
18 Enforcement Committee on October 7th, and recommended for
19 fiscal consent.

20 The first farm and ranch grants were awarded in
21 1997. The money is available to local governments to
22 clean up illegal disposal sites on farm and ranch property
23 and their jurisdictions.

24 Ten thousand dollars is currently available per
25 cleanup or abatement project and 50 thousand dollars is

1 available per city or county per year. For Fiscal Year
2 2002-2003, there is one million available for these
3 grants.

4 Three applications were received for the first
5 quarter of this fiscal year. Two are being recommended
6 for approval today. And staff is working with the third
7 applicant to help them complete their application.

8 I have a couple of photos to share of the two
9 sites proposed for cleanup.

10 --o0o--

11 MS. REPUCCI: This illegal disposal site is in
12 the Antelope Valley portion of Los Angeles County. The
13 waste is spread across three privately owned parcels. The
14 parcels are located within open rangeland, with sheep
15 grazing occurring on site.

16 The property has supported agricultural
17 activities in the past and its neighboring farmland. The
18 total amount of waste is estimated at 270 cubic yards.

19 --o0o--

20 MS. REPUCCI: The Kern County Waste Management
21 Department is proposing to clean up this illegal disposal
22 site.

23 There are two parcels included in this proposal.
24 The parcels are zoned exclusive agricultural, which is
25 defined to designate areas for agricultural purposes and

1 to prevent encroachment of incompatible uses on to
2 agricultural land.

3 The parcels are separated by a dirt road. The
4 parcel on the north is fallow farmland and owned by a
5 local farmer. The second parcel is owned by the county
6 and has been leased out in the past for agricultural
7 activities and may again in the future.

8 The total amount of waste is estimated at 300
9 cubic yards plus 22 abandoned vehicles.

10 Approval of these two projects by the Board would
11 encumber \$19,201 and leave \$962,496 in the fund for grants
12 and program administration for Fiscal Year 2002-2003.

13 Before staff recommendation and a vote by the
14 Committee I would like to give you a brief legislative
15 update.

16 Historically the farm and ranch program has been
17 undersubscribed. Over the years the local governments
18 have mentioned several reasons why they do not apply for
19 farm and ranch grants. The \$10,000 limit per site is at
20 the top of their list. It is just not enough money to
21 clean up many of the sites out there.

22 Another road block is the three percent cap on
23 administrative costs the grantees can charge to the grant.
24 In response to these concerns, Senate Bill 1328 was
25 drafted and subsequently signed by the Governor. It will

1 be effective January 1st.

2 The bill includes several important changes for
3 the farm and ranch grant program.

4 --o0o--

5 MS. REPUCCI: This slide shows a snapshot of
6 those changes. One column represents the changes from the
7 new legislation and the other shows the way the program is
8 currently.

9 Beginning January 1st, native American tribes and
10 resource conservation districts will be eligible to apply
11 directly to the Board for farm and ranch grants.

12 The bill also increases the amount available per
13 cleanup or abatement project to \$50,000 and allows an
14 increased amount available to each public entity or native
15 American tribe of \$200,000 per year.

16 In addition, the grantees will be able to recover
17 up to 7 percent of their grant administrative costs, which
18 is up from the current limit of 3 percent.

19 Staff will be working on revisions to the program
20 application and scoring criteria and response to the new
21 legislative changes, and plan to have them complete prior
22 to January 1st when the changes take effect.

23 We are very exited about these changes and
24 believe they will make a difference in the popularity of
25 the farm and ranch grant program.

1 Agenda Item G is for the consideration of two
2 grant applications for Farm and Ranch Solid waste Cleanup
3 and Abatement Grants. Both of the grant applications meet
4 the eligibility requirements set forth by the statute.
5 Therefore, staff recommends the Board adopt Resolution
6 2002-574, authorizing the award of up to \$19,201 for the
7 grant applications from Los Angeles County and Kern County
8 and directing staff to develop and execute grant
9 agreements with the grant recipients.

10 I would be happy to answer any questions you
11 might have.

12 CHAIRPERSON MEDINA: Board members, any
13 questions?

14 Board member Patterson.

15 COMMITTEE MEMBER MOULTON-PATTERSON: I'd like to
16 move Resolution 2002-574.

17 COMMITTEE MEMBER PAPARIAN: Second.

18 CHAIRPERSON MEDINA: Resolution 2002-574,
19 consideration of grant awards for the Farm and Ranch Solid
20 Waste CleanUp Grant Program has been moved by Board Member
21 Moulton-Patterson, seconded by Board Member Paparian.

22 Call the roll please.

23 SECRETARY HARRIS: Moulton-Patterson?

24 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

25 SECRETARY HARRIS: Paparian?

1 COMMITTEE MEMBER PAPARIAN: Aye.

2 SECRETARY HARRIS: Medina?

3 CHAIRPERSON MEDINA: Aye.

4 This item will move to the full Board on fiscal
5 consent.

6 And thank you for your presentation. And I want
7 to say that the new legislation will certainly help this
8 program move forward.

9 MS. REPUCCI: Thank you.

10 CHAIRPERSON MEDINA: Next item, please.

11 DEPUTY DIRECTOR JORDAN: Yes, now we're entering
12 into the presentation items.

13 Item H is a presentation of automated grants
14 management system.

15 And Doug Ralston will present.

16 EXECUTIVE DIRECTOR LEARY: Mr. Chairman, if I
17 might before Doug starts. I wanted to bring this
18 Committee up to speed on the whole board-wide effort to
19 improve our grant management system. As you will recall,
20 I reported to you and to the rest of the full Board about
21 an executive effort to take a thorough evaluation of our
22 Grants Management Program, recognizing how integral it is
23 to how the Board functions. In effect, a large number of
24 Board staff touch and participate in grants management
25 throughout the Board and on your behalf. That effort

1 continues. I think Doug's report will represent a huge
2 step forward for this Board in its sophistication and
3 managing the many components of a grants management
4 system. But at the same time we're continuing our
5 evaluation from a business process versus a practices
6 perspective, and making sure that we're an efficient and
7 effective in doing grants on your behalf and for the
8 people of the state of California from this point forward.

9 So I really appreciate Doug's presentation today.
10 And I just wanted you to know that this is a big piece of
11 an overall larger effort to improve our management of our
12 grants and our money.

13 Thank you.

14 CHAIRPERSON MEDINA: Thank you, Mr. Leary.

15 Ms. Jordan.

16 DEPUTY DIRECTOR JORDAN: And I would like to
17 mention, this is a very large undertaking, with a huge
18 effort. And it was a combination of efforts primarily
19 with IMB taking the lead. And program staff -- key
20 program staff, and the GAU, the Grants Administration
21 Unit, and Information Management Branch employees, took 18
22 months to put this together, and it is phenomenal. So I
23 just wanted to give that positive note.

24 MR. RALSTON: Chairman Medina, Members of the
25 Board. Mark and Terry, after that buildup it better

1 deliver here.

2 --o0o--

3 MR. RALSTON: As both Mark and Terry have
4 indicated, this was a very in-depth and very broad effort
5 on the part of the Information Management Branch and the
6 various grant programs here within the Board.

7 The project was initiated in the first quarter of
8 2001. And the reason it was initiated was because the
9 existing grant -- or at that time the existing grant
10 automated system was GRATIS, and it was built in 1995.
11 Since 1995 both the nature and the volume and the
12 sophistication of grants administration within the Board
13 has grown tremendously. It became very apparent in the
14 end of 2000 that we needed to make some significant
15 changes to what was then the GRATIS system and to bring on
16 board some better technology but also a better way of
17 doing the grants business -- or the Board's business when
18 it came to grants administration.

19 Today I'd like to show you what the result of
20 that 18-month effort was. And also then to provide you
21 some background on additional features that we have to
22 support those who administer and manage grants within the
23 Board, and then finally a little bit on the implementation
24 of the new GMS system, which occurred a couple of weeks
25 ago.

--o0o--

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MR. RALSTON: As I mentioned, the project was begun of 2001. What began as an initial effort to shore-up GRATIS became very quickly an analysis on how we might do better at grant administration within the Board.

We had representatives from each of the major grant programs as well as some of the smaller grant programs. This was indeed a board-wide effort, and I would like to really commend those from the program areas who spent the time with us to show I think both a spirit of cooperation and consensus, but also a desire for full quality and quality assurance in the data that they entered.

CHAIRPERSON MEDINA: Is GRATIS an acronym for something or is that just an appropriate sounding name?

MR. RALSTON: Yes, GRATIS is the old Grant Administration Tracking Information System. That's how GRATIS was named. So thank you for allowing me to present that acronym to you.

But this particular system also allowed us to put in new technology, new database technology, as well as to leverage existing Board data resources here, including CML, including BAWDS, including some of the statutes and regs that we already have on line.

And, finally, and perhaps as important as any of

1 the other above, would be the setting of standards and
2 consistent operating procedures for the grant programs as
3 a whole.

4 --o0o--

5 MR. RALSTON: When we think about what goes into
6 a grants program there really are four components. The
7 grants management system that we'll be showing here
8 shortly is one of the main pieces, but there are also
9 other pieces.

10 One is, with the introduction of new staff and
11 new grant programs, there's the need for on-line
12 information on how many grant programs do we have, what do
13 they have in terms of their criteria, what are their cycle
14 timelines, are have we done with some of the old grant
15 programs? For folks to adequately and competently
16 administer grants you need to have some of the that
17 background or some of that corporate memory. And so we've
18 attempted to do that with the on-line system. And we'll
19 see that in a moment.

20 Another is to be able to document the policies
21 and procedures that grant managers and executive staff
22 look to grant folks to be able to provide; and, that is,
23 how are we doing business? And doing the GMS project we
24 came across a number of different ways of approaching
25 often the same business problem and we were able through

1 the coordination and cooperation of a team to narrow those
2 down into specific policies and procedures that GAU will
3 monitor, but that also each of the grant program areas
4 will monitor for their own grant programs.

5 Putting it in writing and making it on line and
6 available to those who administer the grants is a very
7 good way to ensure that folks have access to the
8 information that they need to do the job.

9 And, finally, we were able to put on line
10 examples of templates, check lists, forms, a glossary,
11 what do we mean when we say final payment? And looking at
12 those different aspects of administration, we came to
13 consensus upon what the definitions for those were. And,
14 again, this is another on-line supportive function of the
15 grants management system.

16 --o0o--

17 MR. RALSTON: Steve Barnett over here is driving
18 the mouse. And Steve is also the lead developer for the
19 grants management system. And Steve oversees a team of
20 three who have been working on this diligently for the
21 last four to five months and actually doing the computer
22 coding.

23 When we take a look at the current GMS screen or
24 grant management system screen, what you'll see on the
25 left-hand side are a number of buttons. These relate or

1 correlate to the steps in a grant life cycle. Often we
2 have administration functions that come first. We have to
3 be able to talk about the program. We deal with cycles,
4 many of which you heard this morning in the previous
5 presenters. And then also, how do we handle notification
6 of grant programs? And then, how do we administer the
7 grant program itself?

8 Steve, I'd like you, if you would please, go up
9 to "program."

10 One of things that we were asked to do by the
11 various grant program was to put information on what it is
12 that they do, what is this grant program all about? So
13 what you see, the program button there, what it provides
14 is background information on the allocation, the effective
15 statute, if there's a sunset date, the bill author, the
16 program objectives and comments.

17 It also provides the funding source -- if you
18 would hit that tab at the bottom, Steve -- on what has
19 been the allocation over the past years and what was the
20 budget built associated with that.

21 This kind of information was scattered about
22 before GMS. And it has been one of the desires on our
23 part to bring that kind of fiscal background information
24 in and make sure that the grant folks had that for their
25 oversight of the programs.

1 If you want to hit "cycle," Steve, we'll take a
2 quick look at each one of these buttons, and then move on
3 to some other features that I want to show.

4 The cycle speaks to what is that we're doing at
5 this time with this particular grant program. And again
6 it's that background information that is often not
7 available or has not been available in the past to some of
8 the grants. And we're now coalescing that and putting it
9 in one spot for both managers and grant project officers
10 to work from.

11 Want to hit "authority" and "funding," Steve.

12 --o0o--

13 MR. RALSTON: You'll see here many of these
14 fiscal -- the fiscal information here is put in buy GAU.
15 But with GAU providing the back-end support, the grant
16 program managers also need to have that information. So
17 by bringing these into different screens, we're providing
18 that source information for the programs.

19 --o0o--

20 MR. RALSTON: Events. As we've heard this
21 morning from a number of different grant program
22 administrators, there are different grant programs. And
23 often these have different key milestone points. One of
24 the challenges with the GMS system is how do you take
25 15-plus grant programs and come up with a standard way of

1 approaching what they have to take into account during
2 this cycle or during the grant award period?

3 One of the ways you do that is providing some
4 flexibility in what their milestone dates are. Here in
5 this events, this is what a specific grant would have to
6 go through in order to be successful or to be fully
7 administered and closed out.

8 We provide flexibility within this events to
9 allow for flexibility within the program, knowing that no
10 one grant program is the same as the next.

11 --oOo--

12 MR. RALSTON: We're also putting in and we're
13 able to reduce down the number of budget categories. This
14 has significance for high-level reporting. Before we did
15 this contraction the team was wrestling with 125 different
16 budget categories, that is, monies or areas where monies
17 were spent by these grants. We needed to reduce that down
18 because reporting across grant programs by personnel or by
19 materials wasn't possible given the nature of the
20 terminology used.

21 I really need to commend the team for having that
22 "can do" attitude and boiling these down to about 20. So
23 we're able then to not only provide more information, but
24 more focused information on the kind of grants -- or the
25 places where our grant money is going.

1 Additionally to this, the grant program folks
2 have other kinds of specific detail that they can work
3 into their grant program that allows them to keep specific
4 transactions in mind.

5 We also put in what required documents are
6 necessary for a particular grant and grant cycle. And
7 that's what you've got up over in the right-hand corner.

8 Steve, you want to move on to scoring.

9 --o0o--

10 MR. RALSTON: Of all the pieces of GMS, this is
11 probably going to be the most used and the most flexible.
12 What grant criteria is developed and how that grant
13 criteria is stated and scoring was often done on
14 spreadsheets. It was often done by different folks at
15 different parts of the grant program.

16 What GMS enfolds here is the grant criteria
17 providing maximum score, providing the name of the
18 criterion, and a description of it. This becomes part of
19 the historical record for that particular grant cycle;
20 such that if you wanted to know what we did last year for
21 a specific competitive grant, you will have that
22 information here. Very, very good approach on this by the
23 team.

24 And then, finally, if you'll hit "archive,"
25 Steve. This has not yet been developed or at least this

1 one isn't ready for archives. But if and when this grant
2 is finished and we send it off to central records or
3 wherever, we'll be able to find that grant and bring it
4 back. This again provides some more historical
5 information and some administrative data for those who run
6 the program.

7 --o0o--

8 MR. RALSTON: NOFA cycle. One of the most
9 important parts of any grant program is notifying
10 potential recipients that the grant is available.

11 What we've done here is to incorporate a number
12 of technologies into GMS. We are able to do NOFA lists,
13 pulling NOFA lists from the CML, centralized mailing list
14 program. We're able to also show and bring in lists that
15 others may want to include in a particular notification.

16 Can you click on the "NOFA" tab, Steve.

17 --o0o--

18 MR. RALSTON: We have also put into this
19 particular feature a number of data refinements, including
20 being able to eliminate duplicates on NOFA categories.

21 This represents really kind of a huge leveraging
22 of the existing time and effort we spend on CML and brings
23 it in within the GMS system such that grant managers don't
24 have to leave the system to do what they need to do. It
25 also provides on the contacts -- if you'd go back to that,

1 Steve -- the ability to both E-mail a specific contact
2 and/or FAX information from within GMS using our Office
3 2000 features.

4 This is a very, very nice tool, I think is going
5 to save grant staff who work with NOFAs a tremendous
6 amount of time by having access to it within the grants
7 management system.

8 --o0o--

9 COMMITTEE MEMBER PAPARIAN: Just a quick question
10 here.

11 So is the idea that eventually we'll be E-mailing
12 NOFAs?

13 MR. RALSTON: Um-hmm.

14 COMMITTEE MEMBER PAPARIAN: Okay. Great.

15 MR. RALSTON: Yeah, we will have a number of
16 different options. One, we will be able to put -- if we
17 can get their E-mail address on the primary contacts, be
18 able to put them on the list server and send out E-mails
19 regarding NOFA, that they're available. We'll also be
20 able to do broadcast FAX's if that's desired as well.

21 COMMITTEE MEMBER PAPARIAN: Great.

22 See, Andrew's smiling. Less paper used.

23 MR. RALSTON: Yeah. That was certainly taken
24 into account when we did this. You know, where are some
25 ways that we can take existing technology, if we find it,

1 and make it part of the process that meets a number of
2 different goals including waste reduction?

3 Steve, let's go to the grants screen.

4 --o0o--

5 MR. RALSTON: I always feel Alex Traveck here,
6 you know. Grant screen for 200, right?

7 What we have here in the if grant screen is
8 really where most of the grant project officers are going
9 to be working. And here you see those specific kinds of
10 categories that deal with the day-to-day operational
11 aspects of grants. We have the applicant; we have the
12 grant program managers; we have the amount contracted or
13 awarded; how much has been requested; what was their
14 budget; if it was cut, what was it cut to and how much was
15 recommended? Those kinds of figures are all going to be
16 on this screen here.

17 We also have specific comments that allow project
18 officers over time -- and projects don't always stay with
19 one person forever. But as they go through the grants and
20 as these grants are administered, they are allowed to put
21 in comments that give us certain sense of what have been
22 the previous steps on this particular grant.

23 But a contact participant. Here again we have
24 who the primary contacts are. And given the regional
25 nature of many of the grants where we've got two or three

1 jurisdictions coming in as one body seeking grants, we've
2 been able to break out if there are more than one
3 participant which one is the lead and which one is not the
4 lead.

5 --o0o--

6 MR. RALSTON: This was requested by a number of
7 grant programs.

8 Hit "events," Steve, I think. Is that the same
9 as we've seen?

10 Okay. Yeah, go to transactions.

11 --o0o--

12 MR. RALSTON: The transaction screens here show
13 what have been the various payments over time and what
14 have they purchased. We also have interest and matching
15 screens for those grant programs that do follow that and
16 match against those.

17 I think reporting budget and budget screen.

18 Here again we go back to those 25 budget
19 categories that we've kind of boiled things down to. The
20 subcategory block on the bottom is where the program staff
21 can actually enter in specific kinds of information on
22 procurements or developments done with the grant money.

23 And I think, Steve, I think that's pretty much it
24 for that. I think you start to get a feel for the nature
25 of this grant program and not only the comprehensiveness

1 of it, but also the depth of it.

2 Steve, let's go to the Board Net.

3 --o0o--

4 MR. RALSTON: As I indicated a little earlier in
5 the presentation, there are other component pieces besides
6 the automated system, and we're very excited about these.
7 These are available on Board Net to anybody that would
8 like to see them within the Board.

9 And they have to do with some of that corporate
10 memory, if you will.

11 So, Steve, do you want to hit the "about CIWMB
12 grants."

13 --o0o--

14 MR. RALSTON: Current grant program cycles. One
15 of the ways that we can provide better information to the
16 grant folks is to take the information that's currently on
17 line or that is in text and put it into HTML, thus make it
18 available on Board Net. What we've done here is to
19 incorporate a number of different data sources for the
20 grant project officer and managers. Everything you see in
21 blue is accessible and on line. Such if you wanted to
22 know more about the farm and ranch solid waste clean up,
23 you could click on the public resources code and be taken
24 to the actual code section.

25 Let's go back. If you want to know a little more

1 about the grant program itself, you would have clicked on
2 the Farm and Ranch Solid Waste Clean Up Abatement Grant
3 Program.

4 There you go, Steve. Thanks.

5 And this provides another synopsis of what that
6 program's all about.

7 And then, finally, if you wanted to see the
8 California code and regulations on this particular grant
9 program, that would also be available to you.

10 Also, when you look down the list there you're
11 going to see awards. And what we've done here is to take
12 all of the BODs agenda items that dealt with grant and
13 grant awards, not unlike what you've done this morning,
14 and to put those into HTML such that if you wanted to go
15 back over time and see what was awarded and to whom, you
16 could do that.

17 So, Steve, you want to pick one of those and take
18 a look. This takes you to the actual BAWDS --

19 CHAIRPERSON MEDINA: If you could wrap up in a
20 while. I know there's an awful lot of detail to go
21 through here. We're going to want a certificate at the
22 end of this. I want to allow the Board members to ask
23 some questions in regard to the system itself.

24 MR. RALSTON: Okay. Very good.

25 Steve, let's go back.

1 Let's see here. Policies procedures, very
2 quickly. This is a summary of the various policies that
3 we came to agreement on. Why don't you just pick out one
4 there, say, green procurement. And, here again, we have
5 all the background information on what green procurement
6 is, and the Board's actions are regarding that.

7 I will stop the presentation at this point and be
8 happy to take any questions that you may have.

9 CHAIRPERSON MEDINA: Okay. Thank you very much.
10 That certainly was very informative.

11 Board members, any questions, any comments
12 regarding this?

13 COMMITTEE MEMBER MOULTON-PATTERSON: It's
14 certainly a wealth of information. And I'm really looking
15 forward to looking into it. Thanks for your work.

16 MR. RALSTON: Thank you.

17 COMMITTEE MEMBER PAPARIAN: Great job.

18 MR. RALSTON: Thank you very much.

19 CHAIRPERSON MEDINA: Okay. Thank you for your
20 presentation.

21 DEPUTY DIRECTOR JORDAN: Item I will be presented
22 by Andrew Hurst.

23 EXECUTIVE DIRECTOR LEARY: Andrew represents that
24 end of the spectrum people who you can never get to
25 recycle. I think you'll all recognize that about Andrew.

1 WASTE REDUCTION COORDINATOR HURST: Good morning,
2 Board Members. My name is Andrew Hurst. I am the waste
3 reduction coordinator for the Integrated Waste Management
4 Board.

5 And in that position I act as the lead for the
6 CalEPA Headquarters Building Waste Reduction Program.

7 I will be presenting information to you about the
8 building-wide activities and about specific Board
9 activities. It's difficult to separate out what we do at
10 the Board and what happens building wide. There are a few
11 things that we do specifically here and I will highlight
12 those.

13 The CalEPA Headquarters Building Waste Reduction
14 Program is just that, a waste reduction program.

15 --o0o--

16 WASTE REDUCTION COORDINATOR HURST: The mini-bin
17 waste collection system that requires staff to consolidate
18 the waste generated in their work spaces to a centrally
19 located container is designed to increase their awareness
20 of the materials they are generating. This awareness is
21 hopefully leading to more thoughtful decisions about how
22 they choose to buy that cup of coffee or pack their lunch.
23 And I can attest my supervisor, Susan Villa, packs her
24 lunch in reusable containers now because I give her a hard
25 time. Three cheers for Susan.

1 The program also strives to make recycling as
2 convenient as possible. The largest portion of our
3 recycling stream is paper. This is what is collected from
4 the offices is mixed paper. White paper, a more valuable
5 commodity, is collected in the centrally located recycling
6 bins as an optional program. And staff are required to
7 transport that white paper to a centrally located
8 container. The bottles and cans are also separated --
9 collected separately and transported down to the dock
10 along with the white paper by the janitorial staff.

11 One of the things that we brought in from our old
12 facility, an innovative, sort of cutting edge, pushing the
13 envelope, crazy thing as many of our neighbors here in the
14 building have said, are worm bins. There are
15 approximately 100 worm bins, deskside worm bins operating
16 in the building right now. I have one under my desk.
17 Board Member Paparian has one outside his office. And
18 food and vegetable scraps are going into that and creating
19 this rich valuable soil amendment.

20 We also have a large worm bin on the exterior of
21 the building that the cafe takes their food preparation
22 scraps into. And if anybody wants a tour, I'll take you
23 out there afterwards and show you that one.

24 We also have a collection program for universal
25 waste batteries. All the batteries that are collected or

1 generated in the office spaces can be collected at
2 individual points throughout the building. Each BDO has a
3 collection point. I'm the collection point for the Waste
4 Board. Send it to me and I'll make sure it gets out to
5 the appropriate recycling or disposal --

6 CHAIRPERSON MEDINA: So where are you located?

7 WASTE REDUCTION COORDINATOR HURST: Nineteenth
8 Floor. You can use the interoffice mail even, put it in
9 an interoffice mail envelope and it gets to me.

10 The other thing that we participate in and is
11 also a building-wide issue is the collection of pallets.
12 We diverted last year about 20 tons of material that was
13 pallets that are being sent out for reuse. So that's a
14 significant portion of our waste stream.

15 --o0o--

16 WASTE REDUCTION COORDINATOR HURST: Some of the
17 potential expansions -- and these you all should
18 recognize, these are the things that we do here at the
19 Waste Management Board that aren't being done
20 building-wide. But we're looking to expand some of these.
21 Some of the boards, departments and offices are
22 participating in these activities. But collection of
23 single-sided paper for making draft pads, diskette reuse,
24 envelope reuse, greeting card reuse, they're sent out to
25 St. Jude's for Children. Which I just got a packet of

1 samples from them with ordering envelopes. So if you
2 haven't ordered your Christmas or holiday cards yet, you
3 can get them through St. Jude's.

4 CHAIRPERSON MEDINA: So the greeting card reuse,
5 how does that work? You just cross out the name and write
6 another name in?

7 WASTE REDUCTION COORDINATOR HURST: Sort of.
8 They take the fronts off of them and paste them on the new
9 cards. But they have a wide selection available.

10 So I can make those available if anybody needs
11 them.

12 And we also collect overhead transparency
13 recycling and tieback envelopes. These are things that
14 we've taken advantage of that are sort of
15 industry-sponsored programs. The overhead transparencies,
16 3M takes those back; tieback, Dupont takes those back. So
17 we're taking advantage of those manufacturers that are
18 practicing manufacturer responsibility.

19 --o0o--

20 WASTE REDUCTION COORDINATOR HURST: The next
21 slide here shows the numbers. This is the last 12 months
22 of available data. It ends in June. I do have July and
23 August data, but this was all prepared for the last
24 meeting. So I haven't updated yet. But this gives you a
25 good sense of what we're doing and how we're doing. The

1 top section in green are recycling. The bottom section is
2 what's going on as disposal.

3 The next slide will show a breakdown of what the
4 recycling stream is made up of. There are spikes in
5 August and December and then another one in March. And
6 those aren't -- you know, we generated a whole bunch of
7 material that month, but the spike is relative. The
8 recycling and the disposal went up because there was an
9 extra pickup. We were running about two hauls a month.
10 Some months we squeezed in three. So it's 27 for this
11 cycle here, this 12 month period.

12 --o0o--

13 WASTE REDUCTION COORDINATOR HURST: This chart
14 here, as you can see, the bulk of what we're generating
15 here as recyclables is mixed paper; 75 percent of our
16 recycling stream is mixed paper, which includes cardboard,
17 magazines, newspaper, pretty much any piece of paper
18 that's coming across your desk as long as it's not a
19 tissue paper, something that is a food contaminator,
20 biologically contaminated. White paper is pulled out
21 separately here even though it can be recycled as a mixed
22 paper.

23 But 11 percent of the total recycling stream is
24 the white paper, 9 percent is the pallets that I mentioned
25 earlier, beverage containers a smaller portion at 4

1 percent.

2 The bathroom tissue, we estimate it's about 125
3 pounds a week of the small little bits that are left on
4 the roll that the janitors pull out, which generate 1
5 percent of our recycling stream that we're sending out
6 to -- when I say "we," I sort of -- that means the
7 building. I'm not actually doing that. But the
8 janitorial staff in building management sends that to one
9 of the local shelters where it's continued to be used and
10 used down to the very last bit of that.

11 --o0o--

12 WASTE REDUCTION COORDINATOR HURST: Next I would
13 like to talk about our specific programs, what the CIWMB
14 is doing specifically. And I would like to follow the
15 waste management hierarchy of reduce, reuse, recycle, and
16 first talk about our source reduction activities.

17 Duplex printing is set as a default on all of our
18 computers. It's standard practice to duplex copy. Copy
19 jobs go out of here, for the most part, duplexed, as
20 business need requires.

21 Documents and publications are routed for review.
22 We don't have individual memos put in individual mailboxes
23 now. Somebody puts a routing slip on there and it goes
24 around our office, very interesting articles or magazines.

25 The use of reusable cups, plates, and utensils

1 are encouraged. And it just tickles me, every time I see
2 a Board-wide or a division-wide announcement about
3 somebody leaving or having a party or whatever, and then
4 people's little note in there about, you know, don't
5 forget to bring your cups and plates. That's source
6 reduction. That's material that, you know, would have
7 gone into a waste stream, but people are bringing their
8 own material.

9 We use E-mail in our web site extensively. This
10 grants program that was presented earlier is probably
11 going to save us quite a bit of paper, not just in the
12 NOFA; but in the whole process it's going to help us save
13 paper.

14 We purchase paper without ream wrappers. The
15 boxes -- the little boxes that we have, we don't have ream
16 wrappers in there, which are a waste. We get 2500 sheets
17 wrapped in a cardboard box instead of 500 sheets in
18 individual pieces of paper.

19 We work with vendors to return unused products.
20 We just ordered some new monitors, and the monitors came
21 with a European power cord and a power cord for -- the
22 American standard for electricity. We sent the European
23 one back to them so they could potentially put them back
24 into their box and reuse it or recycle it as they see fit.

25 And we encourage the use of rechargeable

1 batteries, which if you look on the EPA net under the
2 Universal Waste pages that I created, there's some
3 impressive numbers about the waste that's saved and the
4 amount of money that can be saved.

5 --o0o--

6 WASTE REDUCTION COORDINATOR HURST: Next, the
7 reuse programs, continuing the hierarchy. Computer
8 diskettes, envelopes, packaging materials, single-sided
9 paper, office supplies, greeting cards, aggressive use of
10 the DGS Surplus Property Program. I've actually taken to
11 rescuing items out of the freight elevators that other
12 boards, departments, and offices have put out to go away.
13 And we send it out to DGS reutilization for them.

14 Recycling programs that we're doing in the Waste
15 Board that aren't happening but building wide: Compact
16 disks, computer equipment, that material that -- the
17 E-waste that we generate is going through the Surplus
18 Property Program and, for the most part, going out through
19 the DGS program to a facility in Atwater running through
20 the federal prisons.

21 Our ink and toner cartridges are collected and
22 remanufactured or recycled, as is appropriate.
23 Transparency film, again, and tieback envelopes. And
24 these are things that the Waste Board is doing.

25 Lastly, I would like to talk to you about what we

1 might do to improve upon our efforts.

2 And I believe that working closely with the
3 Environmental Management System, or EMS, will be an
4 extremely valuable opportunity to educate the staff about
5 the impacts their actions have on our environment and, in
6 turn, inspire them to reduce those impacts. I can't say
7 enough about my hope for what we're going to be able to
8 accomplish with the EMS on a building-wide perspective.

9 Hopefully, the EMS initiative will encourage
10 staff to take full advantage of our waste reduction
11 programs. And at a minimum those here at the CIWMB who do
12 not separate their recyclables from their trash can be
13 inspired to participate fully. While I will be the first
14 one to argue that they have a right not to participate, I
15 must question their commitment to the Board's vision and
16 mission.

17 Some of this encouragement might come from
18 monthly reminders about our in-house programs and other
19 resource conservation related activities. It is hoped
20 that these will help keep staff thinking about our mission
21 and their part in fulfilling that mission.

22 Since prevention is always the best practice,
23 proper preventive maintenance on our equipment, whether
24 it's a chair, a FAX machine or an electronic stapler, will
25 maximize the value of our investments in these items.

1 Similarly a judicious evaluation of the repairability of
2 damaged equipment will extend budgets and reduce disposal.

3 Lastly, this might be an oversimplification, but
4 anything that ends up in our waste or recycling stream is
5 the result of consumption. Let me also state that I
6 realize we all have jobs to do and those jobs require
7 resources. I just think that many of us do not appreciate
8 the full cost of our actions. So I think we can all do a
9 better job of only printing what we really need, only
10 ordering what and how much we really need, and at the end
11 finding more efficient ways of doing our daily work.

12 Any questions?

13 CHAIRPERSON MEDINA: Thank you for a good
14 presentation. And it's a wonderful program.

15 Board members, any questions or comments?

16 COMMITTEE MEMBER MOULTON-PATTERSON: No. I
17 just -- I don't know -- you know, we couldn't do it here.
18 But like to give some thought to some way that we could,
19 not -- maybe set up a competition between the boards and
20 departments or have something CalEPA-wide where we can --
21 you might have already done something like that. I'm not
22 sure. But some sort of a reward for doing such a good
23 job -- some recognition.

24 WASTE REDUCTION COORDINATOR HURST: Well, I
25 didn't mention it during the presentation. But those

1 numbers that you saw, we're recycling at a 67-percent
2 rate; which AB 75 requires 50 percent by 2004. So we've
3 knocked that out of the park. We are doing a phenomenal
4 job. And competition is another way to, use Emeril's
5 line, kick it up a notch. We probably could get a little
6 more competition going. The logistics of tracking all
7 that is difficult. But as part of the EMS, we will be
8 monitoring these things. And EMS is looking at
9 monitoring --

10 COMMITTEE MEMBER MOULTON-PATTERSON: But if we
11 had -- you know, I've seen some sort of a little -- what
12 do you call those things? If we got to 75 percent
13 building-wide or something, a "Thank You," you know,
14 something like that, it seems like it would be fun.

15 WASTE REDUCTION COORDINATOR HURST: Yeah,
16 eventually.

17 It's sort of a fine line with rewarding state
18 employees though. I've found it difficult to come up with
19 appropriate rewards.

20 I actually want to maybe bake stones or something
21 some day and stand in the lobby. And people who are
22 coming in with a reusable mug, we could give them a free
23 scone for reusing.

24 COMMITTEE MEMBER MOULTON-PATTERSON: Yeah,
25 something like that.

1 WASTE REDUCTION COORDINATOR HURST: Yeah, you
2 know, there are lots of things out there. And I'd
3 appreciate any suggestions you or staff might have.

4 COMMITTEE MEMBER MOULTON-PATTERSON: Well, we
5 appreciate your enthusiasm.

6 WASTE REDUCTION COORDINATOR HURST: Thank you.

7 CHAIRPERSON MEDINA: Board Member Paparian.

8 COMMITTEE MEMBER PAPARIAN: Maybe we can get
9 someone to jump in a dunk tank or something if we reach a
10 certain percentage.

11 You know, Some of the -- as we get to some of the
12 new items for recycling, like compact disks and batteries
13 and so forth, presumably people will bring some from home
14 just because this is going to be the convenient place to
15 recycle some of those items. CD's -- I have no clue where
16 to take my CD's.

17 WASTE REDUCTION COORDINATOR HURST: Yeah. You
18 can send them back to AOL. But I don't think they're
19 really accepting those.

20 The CD's, there is really a minimal cost for us
21 to manage the CD's. And if -- I have a huge selection of
22 AOL CD's that I know people aren't getting at the office,
23 that are coming in from home. Those, there's a minimal
24 cost there. If any cost in getting rid of those, somebody
25 is just going to take those from us at no charge.

1 The batteries is a different story. There's a
2 substantial cost to the disposal of batteries. And I
3 tried to make it very clear on the web pages put up on the
4 EPA net that those are not for home use. And you'll see,
5 if you go to those web pages there, there's a link to the
6 HHW, household hazardous waste, events and programs from
7 around the Sacramento region. I figure just about every
8 jurisdiction within commute area, I captured their
9 information whether it's a link to their web site, or if
10 they didn't have a link, got their data and put it on to
11 our web site for staff to be able to find out how to deal
12 with those batteries brought in from home.

13 CHAIRPERSON MEDINA: Okay. Thank you very much.

14 WASTE REDUCTION COORDINATOR HURST: Thank you.

15 CHAIRPERSON MEDINA: With that we'll move on to
16 the next presentation.

17 DEPUTY DIRECTOR JORDAN: Item J will be
18 presented by John Sitts.

19 ASSISTANT DIRECTOR SITTS: Good morning, Chair
20 Medina and Committee Members. My name's John Sitts. I'm
21 the Assistant Director of the Office of Organizational
22 Effectiveness. And our job today is giving you a quick
23 tour of that office.

24 As you can see from the slide, basically our goal
25 is to help our organization and our staff unlock their

1 potential so we can accomplish more.

2 My mother used to say that when you explain
3 something, you should go over the basic questions -- who,
4 what, why, when, and where. So that's how we're going to
5 approach that.

6 Who, okay. We are one of the six support offices
7 here at the Board. And, as that, I report directly to our
8 Executive Director, Mark Leary.

9 --o0o--

10 ASSISTANT DIRECTOR SITTS: We have, in addition
11 to me, a half-time office tech and then four staff who are
12 basically separated into two areas: One, which is
13 training and consulting services; and the other, which is
14 information services.

15 --o0o--

16 ASSISTANT DIRECTOR SITTS: I would like to
17 introduce our staff. Even though we're a small office,
18 what we lack in size, we make up for in quality.

19 Susana Fong is our office tech. She's not here
20 because she's half time, and today is her day off.

21 Next to me is Michelle Martin with our training
22 and consulting services.

23 And Sheridan Merritt.

24 Then Jill Jones.

25 And, finally, Darryl Petker.

1 And they're each going to do a little bit of this
2 a little later.

3 --o0o--

4 ASSISTANT DIRECTOR SITTS: Okay, when? Well, we
5 began operations in early 1998. And I was hired at the
6 beginning of 2001.

7 Okay. Well what do we do?

8 --o0o--

9 ASSISTANT DIRECTOR SITTS: Well, at a very high
10 level we have two areas, the two that I mentioned already,
11 training and consulting services, and information services
12 or management reporting systems. And then we also have
13 specialized assistance, which is kind of a catch-all that
14 includes a lot of cross-divisional projects that we end up
15 getting pulled into because if a project doesn't sit in
16 one division, it's kind of hard to know who should work on
17 it. So we get involved in those sometimes.

18 --o0o--

19 ASSISTANT DIRECTOR SITTS: Okay, Why? Well, our
20 Board and our executive staff have always been very
21 supportive of staff and have always demanded basically
22 that staff have what they need to be effective and
23 efficient. And in our strategic plan these activities are
24 really laid out under Goal 5.

25 --o0o--

1 ASSISTANT DIRECTOR SITTS: Within Goal 5 the
2 objectives basically all relate to our office -- in the
3 leadership development, exchange and access to
4 information, cross organizational communication, and staff
5 support like tools and training.

6 --o0o--

7 ASSISTANT DIRECTOR SITTS: The strategic plan
8 also contains values. And many of our efforts relate
9 directly to specific values. Under the training and
10 consulting services, supporting personnel and professional
11 growth, improving the quality of the services we provide,
12 evaluating the effectiveness of our programs, and in
13 considering the needs and the interests of our
14 stakeholders are all part of what we do.

15 Under information services, providing information
16 and tools that help people participate in our processes,
17 providing the best available information to decision
18 makers, and then using innovative E-government solutions
19 to share that information are all related to what we do.

20 --o0o--

21 ASSISTANT DIRECTOR SITTS: Now, on to the most
22 important part, the how. And for that I'm going to turn
23 it over first to Michelle Martin. And she'll tell you
24 about our training program.

25 MS. MARTIN: Good morning, Board Members. My

1 name's Michelle Martin with the Office of Organizational
2 Effectiveness.

3 --o0o--

4 MS. MARTIN: There are several training
5 categories within the training program. The first is a
6 staff development and technical part, which is more for
7 the soft skills like project in-time management and also
8 more specific to -- the technical part is more specific to
9 program.

10 The next category is computer training, which
11 IMB, Information Management Branch, is responsible for.

12 The administrative, EEO, part is responsible --
13 the Administration and Finance Division is responsible for
14 that part. And there are examples listed below that for
15 different types of courses that they administer.

16 And the next part is the health and safety
17 category. And the Permitting & Enforcement Division is
18 responsible for administering that part.

19 The upward mobility and career development
20 program, our office is responsible for administering that
21 program.

22 And the leadership development part, there is an
23 effort under way with the support of our office to develop
24 and formalize the leadership development systems for all
25 classifications, executives to rank-and-file. Currently

1 staff at all levels are encouraged to enroll on an
2 individual basis in leadership-related courses.

3 Also I wanted to mention that we work with
4 division interoffice liaisons to coordinate board staff
5 training. And we also share information and training
6 resources with other CalEPA boards, departments and
7 offices and also with other state agencies.

8 --o0o--

9 MS. MARTIN: This chart represents our training
10 budget program breakdown. And it shows a percentage of
11 funds distributed within the five training categories. As
12 you can see, staff development and technical are a little
13 more than 50 percent of the training budget.

14 --o0o--

15 MS. MARTIN: This next slide shows the overall
16 training budget. It represents the last two years and
17 also a projected amount for this fiscal year, which is
18 \$280,000. This amount is based on expenditures from last
19 year and also on our two additional training needs. The
20 first is a statistical analysis training by DPLA and also
21 a Board-wide computer-based training.

22 And you can see that additional amount on the
23 third bar graph.

24 --o0o--

25 MS. MARTIN: And this slide represents typical

1 training costs for the training program and an average
2 cost of \$470 per person. And there's a listing of some
3 classes that are typical for some of our Board staff to
4 attend.

5 And at this time I will turn it over to Sheridan
6 Merritt.

7 MR. MERRITT: Good morning, Board Members.
8 Sheridan Merritt from the Office of Organizational
9 Effectiveness. I'm just going to take a moment to talk a
10 little more specifically about some of the training
11 courses and kind of -- and the training programs in
12 general of the Board.

13 --o0o--

14 MR. MERRITT: We have some information here from
15 the previous last two years, looking at both the total
16 number of classes that were attended by Board employees
17 and the total number of employees attending training
18 sessions.

19 We rely on a variety of vendors for providing
20 training. One of the largest ones is the state training
21 center. It's a very efficient use of our resources. They
22 have a large variety of courses available. And they have
23 worked with us very closely and also customizing some
24 courses.

25 We also rely on the private vendors often times

1 with off-the-shelf classes that appear to meet the needs
2 that are requested by our employees or that are identified
3 by supervisors.

4 At the same time we'll also work individually
5 with training consultants to tailor courses specifically
6 to meet identified needs of -- training needs within the
7 Board.

8 Just to clarify, within our budget,
9 conferences -- attendance at conferences, registration at
10 conferences is not paid for out of the training budget.
11 This is strictly for skill development, technical
12 knowledge, improving the capacity of the employees' of the
13 Board.

14 --o0o--

15 MR. MERRITT: One of the things that we've done
16 as an office to try to keep costs down in terms of the
17 training budget is to identify group classes, general
18 areas of training that have been identified either through
19 employees, through their individual development plan, or
20 by supervisors within a particular work group. Some of
21 the advantages of doing on-site group classes is we
22 actually save money, lower registration costs per
23 employee. There are -- we avoid any of the travel costs
24 involved in traveling to another area, paying per diems.
25 It's also convenient for staff. It gives them an

1 opportunity, if they need to, to return to their desk
2 during breaks or lunch time to check on E-mail.

3 And there's some real benefits to actually
4 learning within your own work group or your own team in
5 terms of carrying what you've learned in class back to the
6 work setting and to be able to support each other in the
7 use of this new knowledge and skills.

8 --o0o--

9 MR. MERRITT: Over the last few years -- this
10 represents just strictly the staff development in
11 technical training classes. We have 10 proposed for this
12 current year. These are customized classes, on-site, for
13 smaller groups. In addition to these classes, Catherine
14 Foreman and the health and safety area and also computer
15 brings in a number of professionalized group classes for
16 identified topics.

17 --o0o--

18 MR. MERRITT: One program I just want to
19 highlight, although it's not a large amount of money.
20 It's something that we feel very positive about, and it's
21 the upward mobility and career development program here at
22 the Waste Board. Both of these programs -- excuse me --
23 the upper mobility program is really targeted toward entry
24 level staff who do not have either an A.A. or a Bachelor's
25 Degree. And it's a way to help them, support them in

1 pursuing their ongoing education, by reimbursing them for
2 some of the associate costs for fees, registration, books
3 fees.

4 The career development is designed for program
5 level staff who may already have a degree, but are seeking
6 advancement within the Board into maybe a higher position
7 or position of higher authority.

8 We recently increased the maximum reimbursement
9 amount per person per year from \$500 to \$1,000. So for
10 many programs it doesn't come close to covering the full
11 expense of cost -- or the full cost of the program. But
12 it's one way that the Board can really support staff to do
13 self improvement and continue advancing within the Waste
14 Board.

15 --o0o--

16 MR. MERRITT: And now I'm going to pass it over
17 to Jill Jones of our office just to talk a little bit
18 about the consulting services.

19 MS. JONES: Good morning, Board Members. My name
20 is Jill Jones with the Office of Organizational
21 Effectiveness.

22 And on this slide is another set of services that
23 are office provides and has for the last three or four
24 years. We call it performance consulting. And the
25 essence of that is that we are partnering with managers

1 throughout the Board to conduct program assessments and
2 provide other services to support the improvement of their
3 programs, specifically focused on increasing individual
4 and group performance.

5 So here we have several dimensions of our work,
6 the services that we provide, as you can see. And I'll
7 just briefly describe each.

8 With the program assessments most -- the majority
9 of the assessments have been on a Board-wide basis.
10 Issues that have had a Board-wide impact have been
11 examined and analyzed by our group, working with staff
12 involved in those areas. And just to mention a few, would
13 be a communications assessment we did, which you were all
14 involved in last year, assessing the successful -- how
15 information can be exchanged more effectively between the
16 Board member offices and the staff so that you all as
17 Board members could make more informed decisions and get
18 the information you need to do that.

19 Most recently we are completing the grant
20 administration assessment, whereas we were looking at the
21 effectiveness of the grants the Board administers and
22 operationally how that could be improved. And that study
23 continues.

24 And a couple years ago we actually assessed the
25 BAWDS system, which is the Board Agenda Web Document

1 System. And we're looking at what currently existed at
2 that time that supported staff in preparing and reviewing
3 and approving Board items, agenda items for presentation
4 to you all. And as I say, that was a couple years ago.

5 We also looked at the barriers that existed to
6 making that the most effective process. And some
7 things -- of course, with all of this, have been put in
8 place or plans are under way to address the issues
9 identified.

10 The next is the performance model development.
11 Again, we focus on how to increase the level of
12 performance of individuals and groups in various programs
13 throughout the Board.

14 And as an example, last year we created
15 performance models for the Permitting and Enforcement
16 Division, specifically for those involved in all
17 classifications that review and approve -- develop,
18 review, and approve full solid waste permits. And that
19 was helpful for Mark De Bie's group, the branch manager
20 who asked us to do that. He was able to identify as a new
21 manager what his staff should be doing. We talked to the
22 people that really did the -- an outstanding job in his
23 unit and created these models. And also to identify what
24 learning needs, the skills, knowledge, and abilities
25 needed to do that work. So if he had a new staff coming

1 in or staff not performing to the expected level, he knew
2 how to put a plan in place and what specifically to
3 address; as well as the work environment needs, which
4 systems, tools, and processes would be needed to support
5 his staff at being most successful in their review and
6 approval of the full solid waste permits.

7 The next one is a meeting, planning, and group
8 facilitation. Often times we receive requests to support
9 managers and the staff at all levels in planning for
10 meetings. And this is usually around some agenda
11 development. And also often times we'll be involved in
12 facilitating group sessions, which primarily could be a
13 conference or workshops. And most recently we assisted
14 with a conversion technology forum last year and then over
15 the summer the LEA/CIWMB Partnership 2000 Conference up in
16 Tahoe.

17 Next is recognition. About eight or nine years
18 ago the Board put in place a formal recognition system.
19 It's called a Kudos program. You may have seen it on our
20 Board net. But it is an internal peer-recognition system,
21 fairly informal, which allows individuals within the
22 organization to recognize one another for contributions to
23 the organization.

24 So that's there on the Board's Internet, and
25 that's how their recognition is kind of publicized.

1 Informally, just a special note for you all, is
2 that staff have shared with us during the course of the
3 assessments we've conducted that one of the most
4 meaningful forms of recognition for them is the formal
5 recognition they get from you all at Board meetings for a
6 job well done; and specifically, you know, sharing with
7 them what it is that you liked about what they did. They
8 really, really appreciate that feedback.

9 So thank you for that.

10 The next is the Communications Styles Workshop.
11 Sheridan actually conducts these workshops with teams and
12 work groups throughout the organization, kind of an
13 interactive workshop. I believe, Mr. Paparian, your
14 office has participated in that.

15 But the workshop offers an opportunity for
16 participants to really begin to understand their
17 individual differences as well as their similarities, and
18 how that impacts teamwork problem solving and
19 communication. And Sheridan did one yesterday for our
20 Waste Characterization and Analysis Branch, and that was
21 very successful and well received.

22 Good job, Sheridan.

23 The last there is the CalEPA organizational
24 improvement efforts. And this one is more CalEPA-wide.
25 In 1993 CalEPA was drafted through a legislative mandate

1 to implement a quality program throughout the agency and
2 its six boards, departments, and office. So with that, at
3 the Office of the Secretary level an overall person was
4 appointed to kind of manage these quality programs, Andrea
5 Lewis. And in each of the boards and departments and the
6 one office, OEHHA, a quality consultant was hired. And
7 that's when I started working here at the Board. So
8 that's how that happened.

9 We've kind of evolved over the years. And we
10 don't necessarily look at it as implementing quality
11 programs any more. And some of the legislation has also
12 changed. And now we're more focused on organizational
13 effectiveness, which brings me back to the whole concept
14 of performance consulting. So we've kind of moved toward
15 that and away from quality in its hardest defined state, I
16 guess.

17 So what we've worked on over the past year are
18 coordinating the development of strategic plans and the
19 environmental indicator Epic project within CalEPA,
20 supporting Mr. Paparian with the development of the
21 environmental management system with meeting, planning and
22 facilitation, that kind of support.

23 Also, have had a role in the development of IDEA,
24 the Integrated Data Environmental Assessment, which is
25 focused on the development of data exchanges between

1 databases within the boards and departments and with our
2 external government entities that we do work with.

3 And then, lastly, we've been supporting Winston
4 Hickox's open staff and management forums that he started
5 this past year. So just helping him coordinate those
6 meetings and recruit speakers and take care of
7 communication and that type thing.

8 That concludes my comments. Now, Darryl Petker.

9 MR. PETKER: Good morning, Mr. Chairman,
10 Committee Members. My name is Darryl Petker.

11 As John alluded to earlier, our office is
12 multi-tasking. We do a lot of things. Part of one of
13 those tasks is the information services we provide.

14 I've broken that down into two areas, the
15 management reporting systems and some of the work we do on
16 different steering committees.

17 --o0o--

18 MR. PETKER: Most of our systems are not just
19 Board-related but also work with other BDO's. So if I
20 could discuss some of those with you now.

21 The waste stream profile, which I'm sure most of
22 you have seen, is our biggest project. And it's currently
23 in its fourth year of operation and display to share
24 information from the CIWMB and other sources, with the
25 result of hoping to hit decisionmakers, partners,

1 customers, and citizens at large.

2 Currently we display information on
3 jurisdictions, tire facilities, materials, schools. And
4 soon we hope to be displaying information on active
5 permitted landfills, used oil, transfer and composting
6 facilities.

7 The second item, database quality and integration
8 is a cross-divisional effort to assist in the design and
9 maintenance of databases that contain current, accurate
10 and useful information.

11 Examples: We've assisted the GMS development and
12 are now coordinating the jurisdictional database
13 development to unify information related to local
14 governments. We're working with Pat Schiavo and DPLA on a
15 lot of this information.

16 The Information Security Officer. This position
17 is mandated by statute and it advises the Executive
18 Director on matters of information, data security, and
19 best practices in these areas. We're working closely with
20 the Chief Information Officer, Gary A-K, and other IWMB
21 staff on this one.

22 Environmental justice data identification. Our
23 office is working with Rubia Packard and the Policy Office
24 and CalEPA to find and share information on environmental
25 justice to assist in the decisionmaking process. A lot of

1 our information is gathered from outside and then
2 coordinated and stored within our database displayed in
3 different manners here.

4 The second part of this, the work we do on
5 steering committees.

6 The first one is the IDEA project. The IDEA
7 project is a CalEPA project that's headed by B. B.
8 Blevins; and is the Integrated Development and
9 Environmental Assessment, is the acronym IDEA for that.

10 We're working with all the BDO's in the design
11 and development of this project. It is designed with the
12 objective of cross-BDO collaboration on data sources and
13 information so that we can all share this.

14 The next project is the CalEPA cross-media
15 enforcement and data integration project. This is led by
16 Deborah Barnes from CalEPA. This is also a cross-BDO
17 effort, and it's to develop and share databases on
18 enforcement activities within CalEPA. This will allow one
19 organization, such as the Water Board, to have information
20 on enforcement activities as other BDO's such as us, the
21 Waste Board, or the Air Board, so that we can better
22 coordinate enforcement activities.

23 A third area that we're involved in is the
24 California Mapping Coordinating Committee. The acronym is
25 CMCC or CMC21. That's a statewide effort working out of

1 the Governor's office with the Department of Water
2 Resources to efficiently develop and use, achieve graphic
3 information systems and data photographs to help
4 coordinate our activities there for environmental
5 strategies permitting and enforcement.

6 And that's all I have there.

7 Okay. Go ahead and go to the next slide.

8 --o0o--

9 ASSISTANT DIRECTOR SITTS: Again, just in the
10 catch-all of specialized assistance. I sit on the EMS
11 Steering Committee, which Board Member Paparian leads.
12 And Andrew Hurst is our conscience for that group. So
13 that's good.

14 We're also involved in the revised agenda item
15 template implementation, which executive staff and
16 advisors worked on to come up with a better agenda item
17 template. And we're going to be looking at implementing
18 that early next year.

19 We also did things like work on economic benefits
20 of diversion.

21 And then the last one is kind of an effort that
22 the office has just started. And Darryl can just give you
23 a quick intro to that.

24 MR. PETKER: All right. Thank you.

25 The Board has directed us to work with SWANA to

1 develop a training program for operators, Board staff, and
2 LEA's throughout the state on California specific issues.
3 We've implemented that and we've offered three courses on
4 that now. There's been approximately 15 Board staff
5 trained, about 10 LEA's, and about 150 operators have gone
6 through that.

7 The idea here is to make sure that the state --
8 all the operators around the state have the same knowledge
9 in operations of the most current information. We're
10 working on this with SWANA in all three California SWANA
11 chapters, the national organization, and the operators and
12 owners throughout the State.

13 In addition to that, we're working with Sharon
14 Anderson and Mindy Fox from the P&E Division and
15 coordinating continuing education. And it's to maintain
16 the certifications that we're receiving. A result of this
17 also is the fact that there's a California-specific
18 certification that comes along with that to ensure that
19 the operators maintain the information they need for our
20 issues.

21 Thank you.

22 ASSISTANT DIRECTOR SITTS: And thank you for your
23 time. And if you have any questions, we'll be happy to
24 try and answer them.

25 CHAIRPERSON MEDINA: Thank you. I'm sure that we

1 do have some questions.

2 Board Member Patterson.

3 COMMITTEE MEMBER MOULTON-PATTERSON: I'd just
4 like to say thank you for a great presentation. I think a
5 lot of times people don't realize all the things that you
6 do do. And so this was just really important for me to
7 hear all the different things, and I'm sure for our other
8 members. Thank you.

9 I don't have any specific questions.

10 ASSISTANT DIRECTOR SITTS: Thank you. As a
11 service office, we don't get into the front limelight too
12 often. And we're okay with that, because we're here to
13 support the other divisions and other staff here at the
14 Board.

15 CHAIRPERSON MEDINA: Okay. Board Member
16 Paparian.

17 COMMITTEE MEMBER PAPARIAN: Yeah, thank you, Mr.
18 Chairman.

19 And I'd like to just echo the Chair
20 Moulton-Patterson's comments. I think this is a very
21 important office. Helps the overall functioning of the
22 Board.

23 And I know from my own personal experience, the
24 office has been extremely helpful. We did -- Sheridan
25 helped with the session with my office staff to see what

1 we could do to work more effectively together as on
2 office. It was a very successful effort.

3 Jill Jones and John Sitts have also been really
4 vital to the EMS effort that I've been working on through
5 CalEPA, as well as Rubia Packard's office has also been
6 very helpful in that effort as well.

7 The one question I have -- and I think Mark Leary
8 referred to it earlier -- the grants program evaluation.
9 I'm not characterizing the name of it -- the effort,
10 right? Because I understand the office has been working
11 on an evaluation of the grants program. I wonder if we
12 could get an update on where that's at.

13 EXECUTIVE DIRECTOR LEARY: As I kind of mentioned
14 briefly in introducing Doug Ralston's item on the grants
15 management system, and that evaluation continues. The
16 effort led by John and Jim and Sheridan that was
17 conducted -- oh, we're now going on -- probably initiated
18 over a year ago and concluded about five to six months ago
19 and the finalization of the report just fairly recently.
20 It was a snapshot in time effort, an evaluation of one
21 point in time. As Doug has touched on, he's advanced the
22 system considerably.

23 But some of the fundamental evaluations that are
24 concerns raised about our business practices remain
25 current and something that I've convened a subset of

1 executive staff to take a look at to improve our internal
2 business practices.

3 That's kind of in a nut shell -- I'm not ready to
4 come back to you and say we're going to do specifically
5 these things differently than we have done in the past or
6 recommend that you consider changes in Board policy at
7 this point. I think it's premature because we haven't
8 come to any of those kinds of conclusions yet. But at
9 some point in the not too distant future I hope to in
10 fact -- this subset exec staff that I've identified I hope
11 to ramp up a fairly ambitious effort to conclude maybe
12 possibly prior to the holidays, so that we get the changes
13 that we need to make done and on with the business of
14 doing grants better.

15 COMMITTEE MEMBER PAPARIAN: At some point,
16 whether it's more appropriate individually or in committee
17 session, I'm not sure, but I'm sure several of the members
18 would like to hear about, you know, what the results were
19 and what some of the changes are that are being planned.

20 EXECUTIVE DIRECTOR LEARY: I'd be happy to
21 provide that.

22 CHAIRPERSON MEDINA: Okay. I had a couple of
23 questions.

24 When you create reports on organizational
25 efficiency, are those reports shared with the Board

1 members?

2 ASSISTANT DIRECTOR SITTS: Once we have finalized
3 reports, they're basically available for folks.
4 Specifically the grants one, as an example, has still been
5 in draft form. But some of the reports contain
6 information that while it is public information, we need
7 to -- when we do assessments we need to have everybody be
8 very open about what they're saying and what their
9 suggestions are. And so we try and capture those comments
10 accurately, but not to identify individuals. So, you
11 know, they are available so you can see the comments.

12 Do you want to add something --

13 MS. JONES: Yeah. The work we do is on behalf of
14 our client, which is usually like Mark Leary sponsored the
15 grants assessment. Or when we did BAWDS, it was a Chief
16 Deputy Director. It's usually somebody at the executive
17 level that requests something. And we do the work on
18 their behalf, the assessment is done on their behalf. So
19 they actually own the report.

20 So when somebody asks me to share something, it's
21 not mine to share, so I just refer them to our client,
22 whoever it was. And it's that person's call. So it's
23 generally going to be somebody in program areas that's
24 going to make that available.

25 Does that answer your question?

1 CHAIRPERSON MEDINA: Somewhat. It raises more
2 questions. But it Certainly gives me an idea on that one.

3 In regard to your training budget, how is the
4 budget divided or allocated? What are the priorities?
5 How are the priorities established on that training
6 budget? I don't know if you can go back to that, in the
7 breakdown that you had for the training budget, how those
8 costs were allocated.

9 ASSISTANT DIRECTOR SITTS: Yeah, I'll have to go
10 back to there --

11 MR. MERRITT: Sheridan Merritt again from the
12 Office of Organizational Effectiveness.

13 In the past we've basically allocated the money
14 based on the identified need. And there's a number of
15 steps to go through to identify that need. One of them is
16 individual employees each year complete an individual
17 development plan where they identify certain training that
18 they feel is appropriate for their positions.

19 Also there's a training liaison within each
20 division and office that identify group training needs,
21 primarily working closely with their managers and
22 supervisors in that division, and then identifying costs
23 associated with each of those different group training
24 needs.

25 The computer training and administrative and

1 mandated health and safety trainings, those projections
2 are actually provided by personnel with each of those
3 divisions based partly on past experience, what training
4 was provided, and also on projections based on, you know,
5 upcoming training needs identified.

6 CHAIRPERSON MEDINA: So when you start out at the
7 beginning of the year with 100 percent of your budget, do
8 you have an idea that this is how the budget breakdown
9 will be, so you can set certain priorities in these areas
10 as to how much you're going to spend?

11 MR. MERRITT: Yes, that's correct. We allocate
12 money to each of these areas based partly on our past
13 experience and then also on new identified training needs
14 within each of those areas. And then try as much as
15 possible to stick within those categories.

16 CHAIRPERSON MEDINA: In regard to your upper
17 mobility program, how many people are currently in the
18 program?

19 MR. MERRITT: We actually have just completed the
20 request for application for this year and are in the
21 process of reviewing those. This year we so far -- and
22 we've changed this a little bit because we think it is
23 such an important program. We used to actually have a
24 close-out date where we weren't accepting applications
25 anymore. But we've actually -- we try to get everybody in

1 early. And then if needs arise throughout the year, we
2 kind of take those as a case-by-case basis and still try
3 to accept those if there are funds available.

4 CHAIRPERSON MEDINA: Currently is this open to
5 everyone and you put out a notice to all of the employees
6 in the Waste Board that this is available?

7 MR. MERRITT: Yes. Each year we send out an
8 announcement via E-mail. There's also information on our
9 web site about eligibility, what types of costs are
10 eligible for reimbursement. And then we work with the
11 training liaison in each division to notify their staff
12 and keep people informed of it.

13 For this year, in terms of application, we've had
14 five people apply to the upper mobility program and four
15 people apply to the peer-related program. And we're in
16 the process of reviewing those right now. In the past --

17 CHAIRPERSON MEDINA: Do you work with the OEO
18 Office to ensure diversity in this particular program?

19 MR. MERRITT: Yes, we do. In fact, each
20 application is reviewed by a committee. And Catherine
21 Foreman is a member of the Committee as well as John Sitts
22 and myself. So she's very involved in this program.

23 ASSISTANT DIRECTOR SITTS: And it's nice to be
24 able to have this opportunity to come and talk about this,
25 because I hope people are listening both in the audience

1 and on their computers and become more aware. We do send
2 out the notice. But we want to encourage people to apply
3 for this program.

4 CHAIRPERSON MEDINA: And your Leadership Program,
5 is that open to all employees? Or how do people know
6 about the Leadership Program? How do people get involved?
7 What does it consist of?

8 EXECUTIVE DIRECTOR LEARY: Well, I think it's
9 probably appropriate to point out that we're really
10 getting that going again. It's a program that has kind of
11 diminished, participation diminished in emphasis. And as
12 a result of especially you, Mr. Medina, and other Board
13 members expressing a strong interest and making sure that
14 we have a strong Leadership Development Program. I've
15 worked with this office and the whole executive staff to
16 ramp that thing back up. And so we're defining its
17 principal components and finding who we want to outreach
18 to and getting that going once again.

19 ASSISTANT DIRECTOR SITTS: And currently
20 leadership development skills that are needed have been
21 identified through the individual development plans as
22 supervisors work with their staff, and then they can take
23 those classes like Lead Person Workshop or Project
24 Management or those type of things.

25 CHAIRPERSON MEDINA: Okay. Thank you for a very

1 informative presentation and doing a lot of good work.

2 Really appreciated.

3 ASSISTANT DIRECTOR SITTS: Thank you very much.

4 CHAIRPERSON MEDINA: And are there any speakers
5 from the public? Any public comment.

6 If not, this meeting will stand adjourned.

7 (Thereuopn the California Integrated Waste
8 Management Board, Budget and Administration
9 Committee adjourned at 11:30 a.m.)

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1 CERTIFICATE OF REPORTER

2 I, JAMES F. PETERS, a Certified Shorthand
3 Reporter of the State of California, and Registered
4 Professional Reporter, do hereby certify:

5 That I am a disinterested person herein; that the
6 foregoing California Integrated Waste Management Board,
7 Budget and Administration Committee meeting was reported
8 in shorthand by me, James F. Peters, a Certified Shorthand
9 Reporter of the State of California, and thereafter
10 transcribed into typewriting.

11 I further certify that I am not of counsel or
12 attorney for any of the parties to said meeting nor in any
13 way interested in the outcome of said meeting.

14 IN WITNESS WHEREOF, I have hereunto set my hand
15 this 31st day of October, 2002.

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